Pacific Coin Machine

# THE Review

VOL. 2 — *The News Magazine of the Coin Machine Industry* — NO. 2

*The*
*Western Authority*
*of the*
*Coin Machine Industry*

August 1934

# Pacific Amusement Mfg. Co.

*Presents to*

## The Operators of America

# MAJOR LEAGUE

## A WORTHY SUCCESSOR TO CONTACT

The Only Game Tested and Approved by Major League Ball Players as Well as Profit Proven on 100 Locations

## Here's What the Champ Stars of the Chicago Cubs Had to Say About MAJOR LEAGUE

"I have played many skill games all over the country, but never did I think it would be possible to make as clever a game as 'MAJOR LEAGUE.' And it gives me plenty of thrills and excitement playing it."

CHARLIE GRIMM,
Chicago Cub Manager.

"MAJOR LEAGUE" is the Pennant Winning Game of all time. I'm not kidding when I say I get almost as big a thrill out of getting a home run, triple or double on "Major League" as I do when I'm playing. Yes, it's a great game and no foolin'.

"CHUCK" KLEIN,
Chicago Cub Star Outfielder.

"What a game that is! When playing "Major League" I feel as much a part of the game as I do when I'm out there serving 'em up for the Cubs. Yessir, Major League is the nearest thing to actual baseball that I've ever seen."

GUY BUSH,
Chicago Cub Star Pitcher.

## And Operators SECOND Their Approval . . . . . .

Pacific Amusement Mfg. Co.
1320 South Hope Street,
Los Angeles, Calif.
Gentlemen:

During the past several months I have operated many games built by you. At the present time I am operating eighty-four CONTACTS and eleven MAJOR LEAGUES.

In my opinion MAJOR LEAGUE is one of the finest action games ever built, and has proven a real money maker on my locations.

Very sincerely yours,
WALL NOVELTY COMPANY,
By A. L. WALL.

Pacific Amusement Mfg. Co.,
1320 So. Hope St.,
Los Angeles, Cal.

Gentlemen: Your new game "Major League" is, in my opinion, the outstanding marble game of today.

One of these machines in one of my locations for a 20-day period from June 19th to July 9th took in a gross of $271.85 and net to me $81.25.

Another one for 14 days from June 25th to July 9th, gross $172.25; net $43.20.

In both these locations I have other marble games. The locations are known as good spots and I always keep the very latest and best marble games there. In both instances the Major League has grossed continually between five and six times the gross of the other games beside it and these other games are the newest, latest and best on today's market.

I have 45 more Major League games ordered. Please hurry delivery of them.

Very truly yours,
N. H. STEARNS.

Pacific Amusement Manufacturing Co.
1320 S. Hope Street,
Los Angeles, California.

ATT: Mr. Fred C. McClellan, President.

Dear Sir: In our experience of operating machines for the past three years we have purchased many of your tables, but we do not hesitate to say that never in this industry has there been as good a money maker as your new MAJOR LEAGUE.

This table is the acme of perfection in both player appeal and mechanical working parts. This new table has certainly swept the Pacific Coast and has taken for us some choice locations that we could not get before.

Trusting to see you in the near future and wishing you and your MAJOR LEAGUE the best of luck and success, we are

Very truly yours,
CONSOLIDATED NOVELTY CO., INC.
By FRANK KOZINSKY, President.

# MAJOR LEAGUE

## MARBLES THAT ACTUALLY RUN BASES!!
## PITCHER'S BOX THAT ACTUALLY THROWS!!

**MORE BALL ANIMATION IN MAJOR LEAGUE THAN IN ANY GAME THAT HAS EVER BEEN OFFERED THE OPERATOR**

Operators Who Stick to Pacific Products Make Money

You Are Not Forced to Continually Purchase Every New Game Announced

Pacific Games Stay on Location and Make Money

A game that players actually crowd around, insisting upon the privilege of dropping nickels . . . . . .

*Where other baseball games fell down* MAJOR LEAGUE *proved a sensation . . . . .*

### MAJOR LEAGUE MECHANISM

Is not intricate. It has been perfected and designed by the finest electrical engineers in America. Only 3 batteries used, which we estimate are good for a 60-day run.

We assure you that the upkeep and service calls on MAJOR LEAGUE will not be any more than on the most ordinary of pin games.

*Patents Pending*

Cabinets of Same High Quality as CONTACT But of New and Different Design

All Hardware the Finest Obtainable

# Pacific Amusement Mfg. Co.

1320 South Hope Street,
LOS ANGELES, CALIFORNIA

4223 West Lake Street,
CHICAGO, ILLINOIS

# *Announcement*

# The Pacific Amusement Mfg. Co.

*Announces the*
*Appointment of*

# NATIONAL AMUSEMENT CO.

H. L. STUART — JACK McCLELLAND

WITH OFFICES AT

26 NINTH ST.
SAN FRANCISCO

2345 W. WASHINGTON BLVD.
LOS ANGELES, CALIF.

## PACIFIC COAST DISTRIBUTORS

for

# MAJOR LEAGUE CONTACT

## OPERATORS and JOBBERS

## All Orders to Be Sent Direct to National Amusement Co. From the States of Oregon Washington and Calif.

(Excepting Los Angeles County)

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Paul W. Blackford
*Editor and Publisher*

Pacific Coin Machine
# THE Review

Publication Office
1029 W. Washington Blvd.
Los Angeles
Telephone PRospect 8025

25c PER COPY ONE YEAR — ONE DOLLAR

Published at Los Angeles, California, during the first week of each month for distribution to more than 3000 operators of coin controlled equipment in the eleven states west of the Rocky Mountains.

# Coast Forges Ahead

## Buys 2000 Major Leagues

Above is pictured Mr. H. L. Stuart, treasurer and partner in the National Amusement Co., handing to Mr. Fred C. McClellan, president of the Pacific Amusement Mfg. Co., a check for $10,000 as a deposit on 2,000 MAJOR LEAGUE games. The National has taken over the Pacific Coast distribution on CONTACT and the MAJOR LEAGUE games of the Pacific Amusement Mfg. Co.

Mr. Jack McClelland, partner in the National Amusement Co., was out on a bank robbery job at the time the above photo was taken.

Mr. Jack McClelland, incidentally, is not related to Mr. Fred C. McClellan.

SIGNAL

*Today's Sensational Game*

Now Available for
Immediate Delivery

WESTERN VENDING MACHINE COMPANY
1511-13 W. Pico, Los Angeles

## Heavy Increase in Western Manufacturing

### *More New Games Announced By West Coast Firms During Past Two Months Than by Eastern Manufacturers.*

LOS ANGELES—As the fall season approaches the west coast advances one step further towards the capitol of coin machine manufacturing and now rests safe and secure second only to Chicago in the number and quality of games manufactured.

During the past two months 13 new and outstanding games have made their appearance from west coast factories and more than a dozen new games are being experimented on and being readied for the fall season. Operators throughout the western states have taken readily to the western manufactured product and as a result of the tremendous sales on the Pacific slope some of these firms have taken their games east to arrange manufacturing there.

The 13 new games introduced during the past two months are: MARBLE PARADE by the California Games Co.; THE KNOCK-OUT by the Superior Amusement Co., Portland; MAJIK KEYS by the Allied Amusement Co.; TRIPLE THRILL by the New Deal Amusement Co.; KICK OFF and CANNON FIRE by the Shyvers Coin Automatic Co., Seattle; THE SOCIAL WHIRL by the De Ta Corp., Los Angeles; NINE HOLE by the General Amusement Co.; GATEWAY by the Golden Gate Amuse. Co.; PENGUIN by the Cascade Amuse. Co.; SIGNAL by the Automatic Amuse. Co.; PROGRESS by the Retlaw Co., and MAJOR LEAGUE by the Pacific Amusement Mfg. Co.

The increase in western manufacturing is particularly noteworthy when it is considered that one year ago this month only one new game was announced by a western manufacturer.

## Rock-Ola to Have New Game

CHICAGO.—Operators in all parts of the country are anxiously awaiting an announcement by the Rock-Ola Mfg. Co. of their new game which will be announced on August 15th.

Operators are already placing orders even though the type of game is completely masked in secrecy. Orders are being placed on the strength of the company to deliver another outstanding profit maker such as Jig Saw and World's Series.

The Rock-Ola firm has always enjoyed a wonderful business from the operators of America for the firm has always given them equipment that will pay them handsomely to operate.

## 21 Vender Code Victor

CHICAGO—The Groetchen Tool & Mfg. Co. was the victor in a complaint filed with the Trades Practice Complaints Committee to protect their rights to a shutter mechanism, and Pierce Tool & Mfg. Co. and Pace Manufacturing Co. were ordered to discontinue the manufacture of a like machine employing the shutter mechanism.

The decision of the Trade Practice Complaints Committee was referred to the Code Authority, which, under date of June 19th, notified the Pierce and Pace firms to discontinue the manufacture.

## New Jobbers For Oakland

OAKLAND.—George Bates and Sam Tessler have opened jobbing headquarters at 121-123 Tenth street in Oakland.

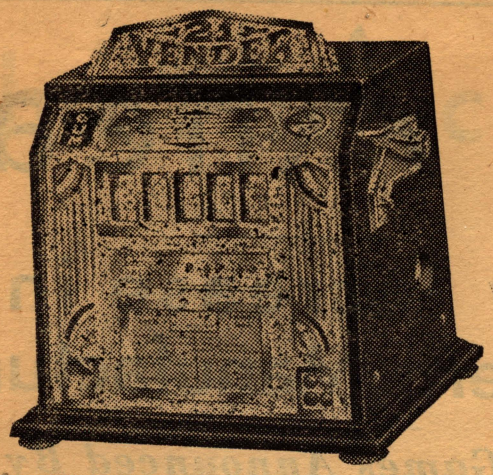
The new firm will carry a variety of new and used equipment as well as operate a rebuilding department to install new faces in old tables.

## McClelland-Stuart Return from Chicago

LOS ANGELES — Bringing back with them a carload of Chicago made Contacts in a bright and flashy new Dodge truck, J. C. McClelland and H. L. Stuart, owners of the National Amusement Company, arrived back home the past week.

The National Amusement Company now controls distribution on Contacts and Major Leagues in the states of Oregon and Washington and are California distributors of the new Marble Parade.

# BLACK JACK "21" VENDER



Distributed Exclusively By Us In
**Northern California, Oregon, Washington, Idaho, Utah and Nevada**

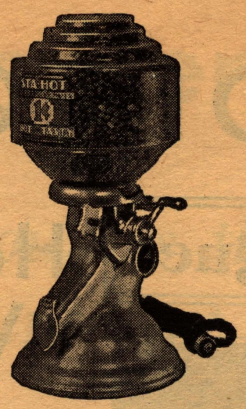
Prepared to Supply Jobbers and Operators at Attractive Prices from Our Stock Here

# Sta-Hot

**VENDS WARM AND CRISPY NUTS!**

**ALUMINUM — SANITARY RUST-PROOF PARTS!**

Attractive Counter Machine. Also with Wall Brackets and Stands.

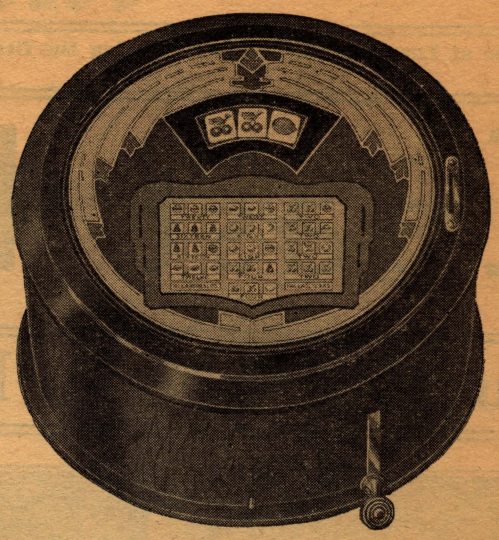


A proven Money-Maker!
It Attracts and Gets
A BIG PLAY!

**$14.00 Each**

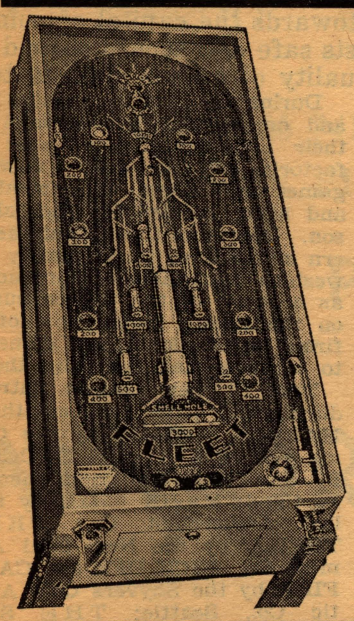
# TUMBLER

Has the ACTION
*That Brings Results!*



10" Diameter, 5" High, Weight 6 Pounds
Plays Pennies, Nickels, Dimes, Quarters!

**$14.50** Send for Descriptive Circular



BALLY MFG. CO., MAKERS OF "FLEET," HAVE APPOINTED
John R. Moore & Son and Viking Specialty Co.
Exclusive Northern California Distributors of This Game.

# FLEET

Already Acclaimed the Greatest Pin Game of All Times

***Don't Let Anyone Top Your Locations!***

Send in your order at once! Adequate San Francisco stock available for prompt delivery.

**Size: 19"x42"**

**BALLS ROLL UPHILL.**
**7 Balls Advance at Once!**

**OUT-HOLE BALLS RETURNED TO PLAYER IF SKILLFUL.**

**CLEVER 2-WAY REWARDS!**

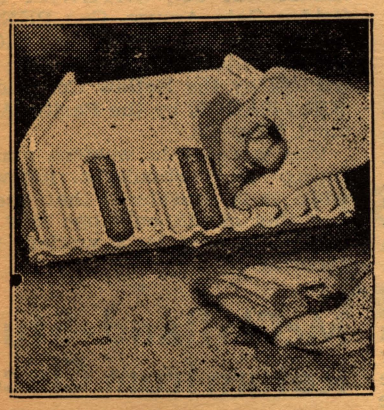
**REPEATER HOLE ADVANCES BALLS TWICE AT ONE SHOT.**

**NEW TWO-TONE CABINET IN HARMONIOUS COLORS.**

**NEW OVERSIZE NUMBERS EASY TO ADD UP SCORE.**

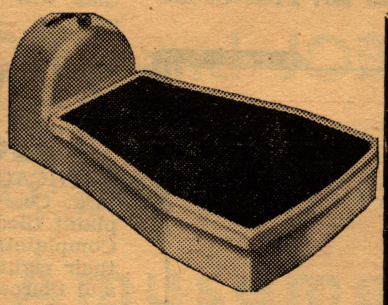
*Sensational Action!*
*Ticklish Suspense!*

## PENNY COUNTER



Designed to count pennies, ten cents to five dollars, in stacks of 50 to each slot. When pennies are stacked in slots they are easily picked up for wrapping. Made of aluminum and is rust-proof, unbreakable and is easily carried about.

**NICKEL SIZE**
**Counts Nickels**
**50c to $12**
**PRICE:**
**$1.75 Each**
**Postpaid**



## Bathroom Scale

Guaranteed 5 Years

**$3.50**

"Your Wife Wants One"

## Tubular Coin Wrappers

Penny or Nickel Size — $1.00 per 1000
Postpaid

## Collection Record Books

5c Each—Free Sample on Request

## BALL GUM

**$12.50 Per Case**

New and Used
Vending Machines
*For All Purposes*

# VIKING SPECIALTY COMPANY

**Our Fifth Year**
*At This Address*

632 POLK STREET, SAN FRANCISCO

*Distributors and Jobbers Exclusively*

**Einar Wilslev**
*Manager*

***All Machines and Merchandise Warehoused in San Francisco***

Phone PL. 3171 **Tyler Cabinet Co., Ltd.** 7110 McKinley Ave. Los Angeles

*"Where Woodwork Is Good Work"*

WE SPECIALIZE ON THE MANUFACTURE OF HIGH-GRADE MARBLE CABINETS

## National News Notes

State Senator Joseph Esquirol, one of the men responsible for the bill making the possession of slot machines illegal, appeared during the past month in a Brooklyn, New York court to defend a man charged with possession of such a machine.

William Cohen, owner of the Silent Sales Co., of Minneapolis, is on his way west to look over the jumbo table business first hand.

Claire Grant, widely known as one of the most attractive girls in the coin machine business, has joined forces with Irving Bromberg in the promotion of Contact in New York.

"Padcoin" is the new cable address of the Pacific Amusement Dist. Co.

A movement is underway in New York state to extend the scope of the New York City Skill Games Board of Trade to include the entire state.

An attempt is being made in Minneapolis to secure permission from the U. S. government to place used pin tables in veterans' hospitals and old soldiers' homes.

Prizes on pin games are out in Buffalo following a decision in the city court of Buffalo.

Leo Weinberger representing a group of pin-table distributors, appeared before the Board of Aldermen's finance committee in Louisville, Ky., last week to ask that a $200 annual license on each operator and a $3 tax on each amusement machine be imposed in the city. Weinberger stated his clients favored such a license to keep out undesirables. He stated that about 30 operators could afford the license and that more than 60% of the machines in the city were operated by these 30 operators.

Operators in Pittsburgh state that business done by pin games has more than doubled since the machines were licensed by the city. Stores that heretofore never allowed the games have made room for them now that the city has placed a license fee upon them.

Arden Wood of Yazoo City, Miss., was given permission by the city council recently to open the first automatic coin operated pool table business in the state and probably the only one of its kind in the country.

The city commissioners of Waco, Texas, recently passed an ordinance under suspended rules taxing chance machines and other similar devices. The ordinance provides that the machine must offer a distinct return to players, or vend something of value for the money deposited.

In five months $1,248 has been collected by the city clerk's office at Oklahoma City for nickels and penny vending machines. Marble games, peanut machines, and all sorts of coin operated devices are included in the license ordinance under which this sum was collected. A $3 tax is levied on penny machines and $6 on nickel machines.

The city of Rockford, Illinois, has announced its intentions of collecting a personal property tax on amusement and merchandise machines.

A motion calling for a police report on the operation of vending machines in Paducah, Ky., was voted down by the board of commissions.

Pleading guilty to the theft of a coin machine from a pool hall in Pocahontas, Iowa, Elmer Lang was sentenced to five years in the Iowa state penitentiary at Fort Madison. He had been sentenced to the state prison twice before.

At a recent meeting of the board of commissioners at Middlesboro, Ky., an ordinance was submitted to license coin operated machines. The tax suggested was $5 a week for each machine.

Forty coin machine operators from all parts of Iowa met in Des Moines and organized the Automatic Merchandisers Association of Iowa. Purpose of the association is to handle all matters pertaining to operations in the state as well as make every effort to elevate the business in general.

The city commission recently enacted a new ordinance in Enid, Okla., licensing recreational games of skill. A $50 annual fee and $1 per month has been set on each machine.

The first 10 days after the ordinance licensing chance machines in Panama City, Florida, was passed, $1,100 in revenue was collected.

An annual tax of $5 on each vending machine operated in Ohio will probably be introduced before the legislature to help pay for the great Muskingum watershed conservancy project.

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"What's this big item on your expense account?"

"Oh, that's my hotel bill."

"Well, don't buy any more hotels."

# Decision Favors Gottlieb In Callison Patent Case

•

### *Wide Interest Aroused in South; Decision Valuable to Entire Industry; Opinion Mentions Many Patents*

CHICAGO—In a memorandum decision handed down by His Honor Judge John P. Barnes of the District Court of the United States for the Northern District of Illinois, Eastern Division, on July 5, 1934, in the case of William Edward Callison vs. David Gottlieb, Equity No. 13212, the defendant's defense of non-infringement was sustained, the court holding that the defendant did not infringe the Callison patent No. 1,645,370.

The plaintiff's bill of complaint alleged that the defendant, D. Gottlieb & Co., infringed the Callison patent in suit by the manufacture of game apparatuses known as MINIATURE PLAYBOY, CLOVER LEAF, FIVE STAR FINAL, MASTER PLAYBOY, and BIG BROADCAST.

The plaintiff contended and has so advertised that his patent covers amusement devices now known as "Marble Pin Games" substantially consisting of a means for stopping and releasing balls on an inclined surface and in his bill of complaint he averred that in each of the defendant's devices there was included:

"1. A propelling device for balls
2. a target above the level of the propelling device
3. an inclined surface leading from the target to the propelling device for returning the balls thereto, means between the target and the propelling device for stopping the balls as they return from the target, and
4. a means for lifting the stopping means to release the balls stopped by it."

The plaintiff averred that the targets in the defendant's devices "consist of a plurality of pockets and that:

"Said 'means for lifting the stoping means' in each of the hereinbefore listed and named, defendant's said devices, consists of mechanism that shifts the stopping means so as to release the balls stopped thereby; and, in each of the hereinbefore listed, and named, devices of defendant, this shifting movement is slightly upward and away from the propelling device, along an inclined plane leading from the propelling device to the targets or pockets into which the balls may be directed according to the speed at which they are propelled; and said speed is within the control of the operator so as to direct the balls at different ones of said targets or pockets, or at different parts of the targets, according to the speed with which the ball is propelled."

In the memorandum His Honor stated:

"If one were to read the claims of the patent in suit on the structures of the prior art offered in evidence by the defendant, one would be strongly inclined to hold that the patent in suit is invalid for the reason that it is anticipated in the prior art by Young Patent No. 492,178, Young Patent No. 513,224, Caille Patent No. 711,383, Ellison Patent No. 1,253,471, and Kohler Patent No. 1,540,343, but when one looks at the entire patent in suit and reads the claims in the light of the specifications, one is inclined to hold that the patent is valid though the matter is certainly not free from doubt."

The Court, after holding the patent valid, continues:

"Likewise, when one considers the words of the claims of the patent in suit and applies them to the alleged infringing devices of the defendant, one is inclined to hold that the claims are infringed, but when one considers the claims of the patent in suit in the light of the specification thereof, one comes to the conclusion that the patent in suit covers a structure entirely different from that of the defendant's alleged infringing device. The court concludes that there is no infringement."

Plaintiff contended and urged upon the court to read the claims in the light of the specification of the Callison patent to save the patent from anticipation by the prior art while the defendant contended that if the court read the claims in the light of the disclosure of the patent the defendant's devices did not infringe the patent and in this the defendant was sustained.

The court according to the memorandum read the claims in the light of the specification and, as previously stated, while holding the patent valid when read in the light of the specification of the patent, held that the defendant's structures did not infringe the patent.

This decision in effect decides that the Callison patent is not to be interpreted to cover all amusement devices now known as "marble pin games" and in which devices there is a means for stopping and releasing balls on an inclined surface.

The defendant was represented by the patent firm of Threedy & Cannon of Chicago, Illinois.

**BRASS CHECKS**

High grade brass, accurately milled and uniform in size and thickness. Furnished in either the 'No Cash Value' or 'Trade Value.' Solid or with holes.

| | 1c | 5c | 10c | 25c |
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| 5000 | $4.00 M | $4.50 M | $4.00 M | $5.50 M |
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| 500 | 2.50 | 3.00 | 2.50 | 4.50 |

Special prices on quantity lots. Prices subject to change without notice.

NO CASH VALUE

**NAME AND NUMBER PLATES**

"IDENTIFY YOUR MACHINES"

SUPREME PRODUCTS CO. 325 333 N. MICHIGAN AVE CHICAGO.

50.....@ 8c each Total....$ 4.00
100.....@ 6c each Total....$ 6.00
250.....@ 5c each Total....$12.50
500.....@ 4½c each Total....$22.50

Polished brass plates with your name and address, consecutively numbered, black enamel filled, overall ¾x2½ in.

SAMPLES SENT ON REQUEST

**SUPREME PRODUCTS CO.** 333 N. Michigan Chicago, Ill.

**Long Beach Coin Machine Exchange**

SALES AND SERVICE NEW AND USED MACHINES

Our Motto: We Aim to Please

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LONG BEACH, CALIFORNIA

# Triple Thrill

We are now in full production on Juniors as well as Seniors. Deliveries Made Daily

A Precision Made Product

***A Game That Will Never Grow Old!***

The average pin game will show a tremendous flury of activity for a few days or weeks after being placed on location but not so with TRIPLE THRILL. Here is a game that will cause your operating worries to cease. Once it is placed on a good location this game will go on taking in unheard of profits for months and months to come.

TRIPLE THRILL packs a genuine thrill. It is this thrill that causes players never to grow tired of this game.

Get started with TRIPLE THRILLS today. Your first investment is your last for months and months to come.

**OPERATORS ORDER FROM YOUR NEAREST JOBBER**

## New Deal Amusement Company

**1356 W. Washington Blvd.**
**Los Angeles**
**PRospect 3856**

# Buy MOHR Games

"The House of Hits"

## MAJOR LEAGUE

**Manufactured by Pacific Amusement Manufacturing Company**

## SIGNAL

**By Harry Williams, Inventor of CONTACT**

## FLEET

**"The Balls Roll Uphill"**

## WORLD'S SERIES

**At a New Low Price**

## 4 of the Most OUTSTANDING Games of the Year!

**IMMEDIATE DELIVERY — — DON'T DELAY!**
**WRITE! — — WIRE! — — PHONE!**

**FOLLOWING USED GAMES AT LOWEST PREVAILING PRICES:**

WORLD'S SERIES MARBLE PARADE LIGHTNING CONTACT FORWARD PASS CRUSADER
MARBL JAX ROCKET HIT-ME 21-VENDER OFFICIAL SWEEPSTAKES
ORDER BOOKS • • • SCORE CARDS • • • MARBLES

# MOHR BROTHERS

ROCK-OLA DISTRIBUTORS

2916 W. Pico St.,
LOS ANGELES, CAL.
ROchester 8924

## O. K. Completes New Game

SAN FRANCISCO—Al Armos and G. Gomel of the O. K. Novelty Company have completed their pin game and it shows every indication here in San Francisco of being a "sure-fire" game. The first machine was tried out on location and it caused a riotous sensation. This machine is known as the "Home Run" and neither time nor money have been spared in making it mechanically perfect. The "Home Run" has a variety of novel features that hold the interest of the player indefinitely. The boys feel sure that their game will have a long run and go over in a big way.

*Announcing*
The Entrance in the Jobbing Field
*of the*
**OAKLAND Automatic Sales Co.**
121-123 Tenth St., Oakland, Calif.
*Featuring*
**FLEET**
*The New Wonder Game*
**The Balls Roll Up Hill.**
**Stock on hand for immediate delivery.**
**Also a large variety of used equipment. Contacts, all sizes. World's Series, Jigsaws, Signals, Electro Skills, Comets and many others at very attractive prices.**
**COMPLETE REPAIR SERVICE. REPLACEMENT BOARDS FOR MILLS OFFICIALS. MAKE YOUR OLD GAMES INTO NEW MONEY MAKERS. WE CAN DO IT.**
**OAKLAND Automatic Sales Co.**
**George Bates Sam Tessler**
121-123 Tenth Street
**Oakland, Calif.**

# Major League Announced by Pacific Amusement Mfg. Co.

### *Fred McCllellan Arrives on Coast from East to Supervise First Construction of New Marvel Game in Coast Plant—Orders Pile in as News of Announcement Spreads*

LOS ANGELES—All over the coast they're saying "They've done it again" and the reference is to the new MAJOR LEAGUE game of the Pacific Amusement Manufacturing Co.

After months of exhaustive tests, the firm this month makes available to operators its second sensation that is destined to grab the best spots from the Atlantic to the Pacific. Fred C. McClellan, president of the firm, has been on the west coast for the past two weeks supervising construction of the first games to be made here.

MAJOR LEAGUE is more than an ordinary ball game. It is a game that will challenge the coin machine field for better construction and quality make-up. From end to end it bespeaks expert craftsmanship in construction. The balls actually run from base to base. Balls are propelled up the playing field, down the playing field and around all bases when the home-run pocket is made.

The machine is being made only in the junior model at present and construction of the games will start in the Chicago plant as well within a few days.

Operators throughout the west have been eagerly awaiting MAJOR LEAGUE for months. Reports of its tests on local locations show that the game will establish new "take" records everywhere.

•

## Wolcher Opens Seattle Branch

SEATTLE—A Seattle branch of the Advance Automatic Sales Company, owned and operated by Lou Wolcher, veteran coast coin machine jobber, has been opened at 3222 Western Avenue here with Harry Wolcher in charge.

Lou is one of the real pioneers on the coast having been in the coin machine business for the last 14 years. The Pacific northwest territory is not new to Lou. Back in 1930 he had the agency for Pack Shop machines in the entire territory covered by the states of Oregon, Washington, Utah, Idaho and Montana.

Northwest operators are invited to visit the new show rooms and make the acquaintance of Harry Wolcher.

•

## Blake Reports Business Good

LOS ANGELES—C. A. Blake, director of sales for the west coast branch of Stewart & McGuire, has just returned to this city from a circle tour of the northern half of the state and reports business as being first rate in the northern cities.

Since the local branch was opened a month ago Blake states that countless numbers of operators who have more or less been denied the opportunity to buy cigarette machines in the past have placed substantial orders with him for Stewart & McGuire machines.

•

Pi: "Florence has the biggest Hispano-Suiza I have ever seen."

Phi: "Yes, I know, and she will wear those tight dresses."

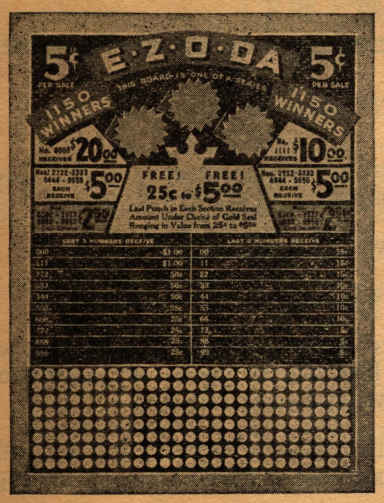
### BUYS FROM ADS

Please change my address on my copy of THE REVIEW as stated above and please don't miss me with the next issue because I need some good used machines and can't find a better place to buy than from THE REVIEW ads.

A FLORENCE (ORE.) READER.

**FOR SALE**
**40 Late Model Scales. All in A-1 shape. Established on route paying very good dividends in Western Washington, Northern Idaho. Cash or easy terms. Address A. E. C., 1029 W. Washington Blvd., Los Angeles, Cal.**

WANTED
**Operators to take over exclusive county rights for our new double column, 1c Stick Gum Vendor. Our machine vends finest quality Spearmint and Peppermint gum. Machine is chromium plated and of modernistic design. Low operator's price for our gum allows large margin of profit. Quantity prices for machines are lower than any other stick gum vendor. Write quickly for full details of our attractive proposition. Mention counties desired. D. ROBBINS & CO., 1141 DeKalb Ave., Brooklyn, N. Y.**



**Net Price $20.50**
Plus 10% U. S. Tax

# E-Z-O-DA

***Brings In the Dough—Every Day!***

**Gardner's New Thick Series Boards!**
**Gardner's New Big Series Tickets!**

Special feature—seal prize for last punch in each of THREE sections! Triples the action!

Largest series ticket on the market—unique protective features—choice of pink, green, yellow, blue, or orange tickets—at last the perfect series ticket that operators have demanded.

| | |
|---|---|
| 50—200 E-Z-O-Da takes in | $500.00 |
| Pays out | 235.25 |
| **Profit** | **$264.75** |

**GARDNER & COMPANY**
**2309 Archer Avenue, Chicago**
**24 W. Connecticut Street, Seattle, Wash.**
**417 Market Street, San Francisco, Cal.**
**44 N. 4th Street, Philadelphia, Pa.**
**508 Third Ave., Starr Bldg., Room 502, Pittsburgh, Pa.**
**150 Baronne St., New Orleans, La.**

**Pacific Coin Machine Review**

**PAUL W. BLACKFORD**
**Editor and Publisher**

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$1.00 Per Year $2.00 for 3 Years
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**Vol. 2 August, 1934 No. 2**

## Ice Vender Patents Granted

LOS ANGELES—Patents covering an ice vending machine which vends a cake of ice in a carton upon insertion of a quarter, were granted by the Patents Department in Washington the past month.

The patents were issued to George E. Trench and assigned to the Central Ice and Cold Storage Co., Huntington Park, Calif.

Several of the ice vending machines are on location in various parts of the metropolitan area and all of them seem to be doing excellent business.

•

## Machine Tests Blood Pressure

HOLLYWOOD—Dr. George A. Snyder has perfected a coin operated blood pressure reading machine here.

Machine is designed for popular use in drug stores, amusement parks, hotels, and any spot where persons are interested in the state of their health.

Dr. Snyder states that he invented the machine because 20 per cent of all deaths of persons more than 50 years old result from too high blood pressure. The new machine will enable people to check up on themselves for only a nickel.

•

## National Center For Brass Checks

CHICAGO—The Supreme Products Co. has become the national center for operators buying brass checks and name plates.

This firm specializes in this type of supplies and orders are received by it daily from all parts of the nation.

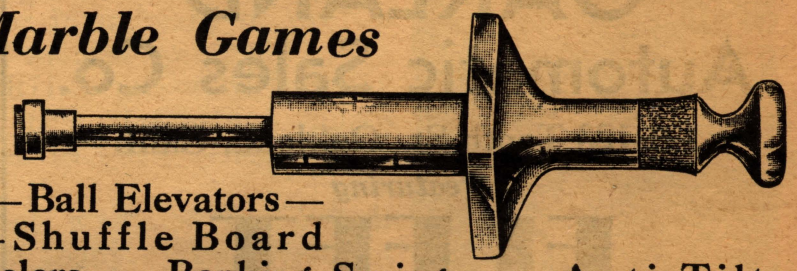
## Montana

The Cascade County poor fund was enriched by $8.50 last month, according to the Great Falls Tribune, when a slot machine, which had been seized by the police, was destroyed in the presence of Justice of the Peace Christie and the contents of the machine credited to the poor fund. The machine was the first to be seized and destroyed for some time. Since January 1, upwards of 30 slot machines have been seized and destroyed by county and city officers.

Usurpation of community rights by the passage of state legislation, particularly the Montana law which prevents a community from taxing or regulating gambling within its boundaries, was flayed by municipal officers who spoke before the annual convention of the city government welfare association in Great Falls the past month. "Our larger cities today rate gambling as one of their more thriving industries. Everyone knows it, and admits it. Yet, because of a state law, we can't tax the business. We can't stop it, because in theory that is supposed to be done by state officials," Edwin Lamb, Butte city attorney, stated.


# Use WILHITE GUARANTEED HARDWARE

*For Your Marble Games*



Immediate Deliveries can be made on Plungers—Ball Elevators—Teeter Switches—Shuffle Board Brackets — Leg Levelers — Banking Springs — Anti-Tilts Coin Chutes — Headless Nails — Marbles

**SPECIAL HARDWARE MADE TO YOUR ORDER. WRITE US FOR PRICES.**

## WILHITE MACHINE WORKS

1245 South Hope St., Los Angeles, California

SEE US FOR

**Tools, Dies, Metal Stampings, Hand and Automatic Screw Machine Products, Spinnings, Experimental Work, Complete Manufacturing Service, Special Machinery Built, Wrought Iron Work, Welding, Grinding, Spot Welding, Gear Cutting, Lathes and Machinery for Rent.**

*The* ANSWER *to the* Operator's Dream!

Music Is Always Legal and Today Brings in Bigger RETURNS Than Ever

Today's Finest-- without question

Wise Operators are turning to the NEW SEEBURG SELECTOPHONE

*Selectophone Features:*

- Simple, positive mechanism . . . entirely mechanical.
- Fully selective. Combination 5 and 10 cent slot.
- 2 selections for a dime, 1 for a nickel.
- Powerful amplification.
- Can carry three additional speakers with no loss of power.
- Modern design: small and compact.
- Easy to transport, can be carried on the trunk rack of any automobile.

*Now . . . as always Seeburg's Lead*

*Selectophone Features:*

- Actually requires less than 3 square feet of floor space.
- Beautiful walnut cabinet.
- Rubber tired castors.
- Each record on individual turn table, always in horizontal position; insurance against warpage trouble.
- New and improved electric pick up, another exclusive SEEBURG development.
- Tone that is truly marvelous.

*Write today for Details of Greatest Operating Opportunity—Big Income for Today and the Future*

## J. P. SEEBURG CORPORATION

**1510 Dayton Street** **Telephone Diversey 2551** **Chicago, Illinois**

Gottlieb's New Action Thriller!

# PUSH OVER

A PUSH-OVER FOR PROFITS

only $34.50 F.O.B. Chicago

AGAIN the world's largest makers of Pin Games score a smashing triumph by producing the first progressive scoring machine that is DIFFERENT. PUSH-OVER is FIRST to have REAL LIVE ACTION, GENUINE SUSPENSE and LASTING APPEAL!

Examine this sensational machine closely. See how the five marble ⅞" balls pop, push and go over to higher scores when a ball is successfully shot into the "Push-Over" or "Repeater" Hole. Bell Rings! Note its chromium-plated Coil SPRING RAIL that REBOUNDS balls in the most amazingly tantalizing manner. See how OUT BALLS return for FREE PLAY! Feel the delicate sensitiveness of the plunger. Note the beauty of the Bakelite finish Buff field and the dust-proof 40"x18" Polychromatic bronze two-tone cabinet. Check its staunch, quality construction and its tamper-proof leg adjusters. Behold its remarkably LOW PRICE. And, above all, SEE, PLAY and PLACE PUSH-OVER AT ONCE! You'll declare it the easiest "Push-Over" for BIG PROFITS you ever operated! At all branch offices and jobbers NOW!

**D. GOTTLIEB & CO.** 2736-42 North Paulina Street CHICAGO, ILL.

NEW YORK 20 W. 17th St. | DALLAS 2118 Jackson St. | LOS ANGELES 1347 W. Wash'ton Blvd. | MINNEAPOLIS 1643 Hennepin Ave.

LONDON, ENGLAND: Burrows Automatic Supply Co., Ltd., 78-81 Fetter Lane

CANADA—D. Gottlieb Co., 115 Phoenix Bldg., Winnipeg, Canada

---

# USED CIGARETTE MACHINES

A Quantity Left—In Good Shape

## PRICED VERY LOW

Rowe's, Imperials and Nationals

Write or Wire

**Stewart & McQuire**
**Incorporated**
1351 W. WASHINGTON BLVD.
LOS ANGELES, CALIFORNIA

PRospect 9911 C. A. Blake, Mgr.

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## Gottlieb Has Finance Plan

LOS ANGELES. — Arrangements have been made by the local branch of D. Gottlieb & Company to finance the purchase of new equipment for operators through a local finance company, it was announced here this week by Sol Gottlieb, local branch manager.

Although plans are not completely formed it is understood that already a number of operators are taking advantage of the service.

---

## USED MACHINES

| | |
|---|---|
| CONTACT SRS., A-1 Condition | $45.00 |
| CONTACT JRS., A-1 Condition | 35.00 |
| 2 MASTERPIECE TABLES (5 Foot) | 20.00 |
| 2 TWENTIETH CENTURY DIGGERS | 50.00 |
| WORLD'S SERIES, perfect condition | 22.50 |

One-third Deposit f.o.b. Boise

**PACIFIC AMUSEMENT CO.**
P. O. Box 1754 Boise, Idaho

---

*Ready for Delivery*

# SIGNAL

*By the Inventor of Contact*

Price $59.50

30 DAY GUARANTEE

**IRVING BROMBERG CO.**

1034 West Seventh St.
LOS ANGELES

## National Opens S. F. Office

LOS ANGELES.—On August 1, the National Amusement Company, Pacific coast distributors for the Contact and Major League games, will open an office in San Francisco, occupying quarters at 26 Ninth St. It is stated that an office will be opened in Seattle in the near future to serve properly the northwest territory.

The San Francisco office will be in charge of Mr. C. N. McClellanu, a brother of the well known "Jack" McClelland, who will devote his time to contacting jobbers and operators up and down the coast.

McClelland and Stuart, owners of the National, recently spent a couple of weeks in the east, visiting manufacturers and enjoying the World's Fair at Chicago. While there they purchased a new panel truck to add to their fleet of Dodge cars, and while the paint job on their car might not do for an ultra conservative, it is in keeping with the way these boys go after new business.

Before entering the jobbing and distributing end of the industry, McClelland and Stuart owned one of the larger operating companies here but they state their interest in that company has been disposed of.

### VISITS SOUTHLAND

LOS ANGELES—Sara Gottlieb, sister of Sol Gottlieb, manager of the local office of D. Gottlieb & Co., spent the past three weeks in Los Angeles and Southern California.

While here she visited the studios and all places of interest.

Miss Gottlieb assists her brother, Maurice Gottlieb, in the Dallas, Texas, branch of D. Gottlieb & Company.

## Reduced Freight Rate Expected

LOS ANGELES—Through the efforts of the Morris Furniture Mfg. Co., and with the aid of the Furniture Manufacturers' Association, a movement is now under way for an equalized freight rate on the shipment of marble games east which will bring the present rate of approximately $4.40 per hundred pounds, down to $2 per hundred. The matter has been recommended for immediate action.

Another concession allowed will be the right to include marble games in cars of furniture as furniture, and at the special furniture rate. This will speed freight shipments of games from the coast inasmuch as furniture shipments are being made almost daily from Los Angeles.


**GOLDEN GATE LIGHTNING STREAMLINE**

**$39.50**
F. O. B. Salt Lake City
Immediate Delivery

*Fleet—World's Series—Rocket—Spark Plug*

All makes used machines rebuilt and refinished like new: Mills, Cailles, Watlings, etc. Write for prices.

**Caille Jack Pots**
**Caille Grand Awards**
**$35**
NICKEL OR DIME

*One third Deposit With Order*

Little Dukes Penny Play
**$39.50**

No. 21 Cullen Hotel Bldg.

**R. F. VOGT**

Salt Lake City Utah



# The Queen of Them All Is the American Beauty

## And She Sure Is a Honey

It catches the eye with its Speedometer clock scoring device. That's what takes the first nickel from old John Public. Then he can't help making the catapult shoot uphill into the mystery pocket, and to see this feature again is what takes his second nickel. And then he is apt to get hell from his wife for staying there half the night trying to get good enough to take the boys over tomorrow. And he almost can. He can keep improving his score. But there is just enough luck in it so the wise guy, who measures his shots, can't break the bank.

It's a good game boys, and a real money maker, and it is a pleasure to offer it to the operators here on the coast with my own personal endorsement and recommendation.

American Beauty is setting a NEW PROFIT STANDARD for all American games! It's THE GAME OF THE HOUR! Building Popularity with the Public and PILING UP PROFITS for the operator. AMERICAN BEAUTY HAS EVERYTHING. Airplane Dial Single Unit TOTAL SCORE REGISTER. BALL-O-METER that accurately counts every ball played. CATAPULT MYSTERY SCORE SHOT, that shoots the ball straight up the board (THE FIRST PIN GAME IN AMERICA WITH THIS FEATURE), the most thrilling REPEAT PLAY feature ever made. The sensational 4-WAY TILTER, that stops all scoring when the machine is tilted (THIS TILTER HAS NEVER BEEN EQUALED). Large size steel balls with a complete double roll of the board. Beautiful two-tone gun-metal cabinet, with reinforced legs and a LIFT AND PLUNGER COMBINATION that leads them all. These, plus other MILLION-DOLLAR FEATURES, you will only find on American

## STOP BEING A SUCKER ! !

Don't take the few cents left in a machine after the storekeeper has taken all but the last dime and called it "The Payout". Here is your chance. Know what it feels like to get all that's coming to you out of a machine. The SENIOR AMERICAN BEAUTY, will register every single penny that is paid out. Don't open this machine and ask "What is the payout". Open it up and say "Here is what you paid out". Sounds screwy I know, but it can be done with the Senior American Beauty. The machine that will go down in coin machine history, as the one which helped to make honest men of your locations.

**Offered Subject to a One Week Free Trial From the Nearest of Our Three Offices.**

# ADVANCE AUTOMATIC SALES CO.

**Seattle, Wash.**
**3222 Western Ave.**

**San Francisco**
**1082 Golden Gate Ave.**

**Oakland**
**2129 San Pablo Ave.**

# Colorado

Colorado is humming with activity with thousands of tourists visiting this great vacation state during the summer. As a result the play on coin-operated machines has shown tremendous increases. Renewed mining activities have also started considerable money floating and a prosperous season lies ahead.

The Denver branch of the O. D. Jennings Co. is forging ahead like a house on fire.

J. W. Bullock, Pueblo operator, was injured in an automobile accident a few days ago. He is improving rapidly and soon will be around again scooping up nickels out of the cash boxes.

Pay-off tables are doing well in various parts of the state. A great number of counter games are also in evidence.

Colorado operators are looking to the west coast more and more each month for their new machines. More than five new games have arrived in this state from the coast during the past month.


We Change Your Old

MILLS—JENNINGS—WATLINGS

Nickel Play Goose Necks to

**Penny Play** $6.50 Each

Simply send us your Coin Head, Coin Tube, Top Slide and Slide-Cover Nickel Play and state if F. O. K. side vendor or what model and we will return same—head chrome plated, changed to Penny Play with Mystery Pay for six dollars and a half f.o.b., Salt Lake City. Satisfaction guaranteed!

R. F. VOGT

No. 21 Cullen Hotel Bldg. Salt Lake City, Utah


# Machine Shipped By Parcel Post to Strike Ridden S. F.

SAN FRANCISCO—For the first time in the history of the coin machine business a machine has been shipped here from Chicago by parcel post.

The Advance Automatic Sales Co., in their efforts to offer operators the latest and best equipment at all times, ordered the Bally Mfg. Co. to ship them a sample Fleet machine by parcel post, inasmuch as express and freight shipments were tied up by the general strike of union labor.

The model sent was complete with legs and arrived in first-class condition.

## Western Stocks Latest Machines

LOS ANGELES—At the showrooms of the Western Vending Machine Co., at 1511-13 W. Pico street the operator can always find the latest in money making equipment. The heads of the Western are ever on the lookout for new numbers to offer enterprising operators.

The Western carries a complete line of all the latest pin games and several types of merchandise machines. In addition the firm has just arranged for exclusive distribution of a new game STRAIGHT LINE which will be announced to the trade in our next issue. The game is now on test locations, and is said to advance an entirely new principal in amusement machines and one that gets over big with the public. The gross receipts so far exceeded the expectations of the company, it is said.

## Operator Tests Lightning Game

CHICAGO — The following letter was received by the Exhibit Supply Co., from an operator:

"Gentlemen: As you requested, I am reporting herewith results of my trial operation of LIGHTNING. When I first received this machine I placed it on location in the Insurance Exchange Bldg., Chicago. I selected this spot particularly because it is well-known and what we term a "Sharp Shooter" spot. I had three of the very latest machines on the location and I removed one of these machines and put in a LIGHTNING and in four days I had to install two more LIGHTNING machines as the players would not play the competitive machines, but would wait for LIGHTNING. Now I have a 100% LIGHTNING location there.

"At your insistence I have placed a man on location to inquire of the players how they like the play of the machine. In every case the players declared it to be the best machine they have ever played. As you know, no mechanical bugs showed up during the entire period.

" I have operated machines for the past ten years and have handled the most popular types of pin games for the past three years and from that experience I make the above statement."

The letter speaks for itself and furnishes a reason why Exhibit Supply Co. is working on double shifts to turn out LIGHTNING machines fast enough.


AL GUSTAFSON

126 ELLIOTT AVE., WEST SEATTLE, WASHINGTON

PHONE—GARFIELD 6412

— GOLDEN — GATE —

EXHIBIT'S NEW SENSATION!
IMMEDIATE DELIVERIES

LIGHTNING

STILL GOING STRONG!
IMMEDIATE DELIVERIES

NOTHING BUT WINNERS!

— THE PROOF OF THE PUDDING IS IN THE CASH BOX —

SEE THE LATEST AND BEST MACHINES ON THE MARKET -:- -:- -:- -:-

OUR CONNECTIONS THRUOUT THE COUNTRY BRING YOU THE FACTS! -:- -:- -:- -:-

WE CAN HELP YOU! BACKED BY ACTUAL EXPERIENCE!

SEE OUR DISPLAY ROOMS

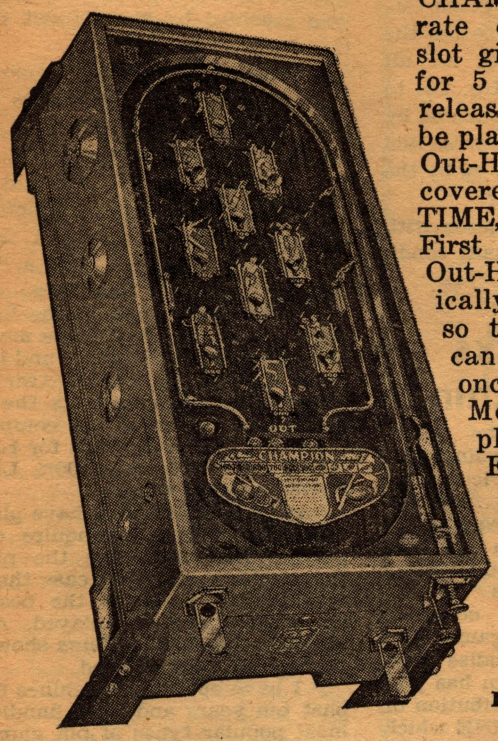
Wire, Phone or Write Your Orders

IF ITS GOOD WE HAVE IT

# CHAMPION

## NEW AUTOMATIC PAYOUT GAME

*With Sensational* DOUBLE SLOT *Feature*



CHAMPION has 2 separate coin-slots. Regular slot gives player 10 balls for 5 cents. Special slot releases Out-Hold Balls to be played over again. All Out-Hole Balls can be recovered, ONE AT A TIME, 5 CENTS EACH. First coin deposited in Out-Hole. Slot automatically closes Out-Hole so that Out-Hole Balls can be replaced only once.

Metered tests prove players deposit 1 to 5 EXTRA NICKELS PER GAME!

***Makes 2 to 3 Times More Money Than Rocket!!***

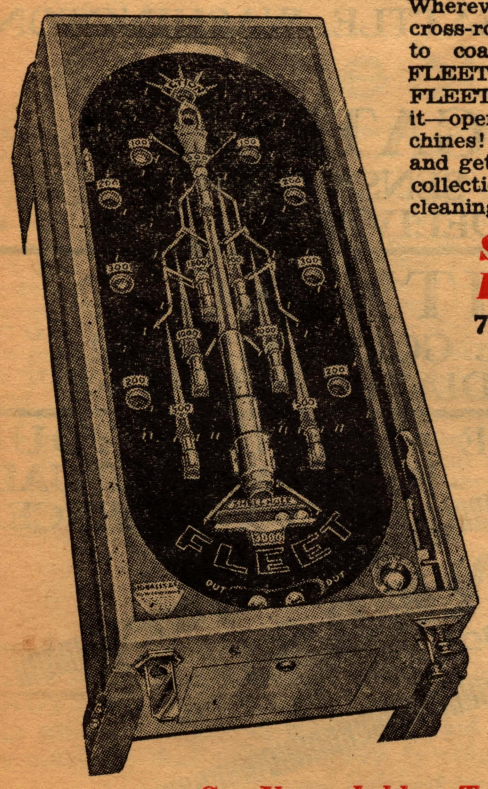
**HAS SENSATIONAL MYSTERY GOLD AWARD**

**PRICE $89.50 EACH**

LOTS OF 5 OR MORE, $86.50 EACH. Choice of Battery or "Plug-in" 110-volt type—same price. Check Separator Model, $5.00 Extra. ⅓ Deposit with order, balance C. O. D., f. o. b. Chicago.

# FLEET

## CAPTURES U. S. A.




Wherever you go—big cities—cross-road towns—from coast to coast—the cry is for FLEET! The public demands FLEET—locations clamor for it—operators fight for machines! Join the FLEET crew and get your share of the juicy collections other operators are cleaning up!

***Shoot Balls From Guns!***

**7 BALLS ADVANCE AT ONE TIME!**

***Balls Fired Uphill!***

***Out-Hole Balls Return for Free Play!***

**19 in. by 42 in.—5c or 1c Price**

**$36.50 Each**

**⅓ with Order, Balance C. O. D., f. o. b. Chicago**

*See Your Jobber Today*

## Bally Manufacturing Co.

4619 Ravenswood Ave. Chicago, Ill.


# To Cover Pacific Coast

**This fleet of trucks and cars will cover the Pacific Coast for the National Amusement Co. in the interest of CONTACT and MAJOR LEAGUE.**

**In the picture are, left to right, Clarence McClelland, manager of the San Francisco office of the National; H. L. Stuart, manager of the Los Angeles office; Paul Dunn, salesman; Fred McClellan, president, Pacific Amusement Mfg. Co., and Jack McClelland, sales manager of the National.**

## Bally's Fleet In Big Demand

CHICAGO—Jim Buckley, general sales manager of the Bally Manufacturing Company, says he almost thinks he's back in the old Ballyhoo days. "From coast to coast," says Jim, "I'm being besieged by telegrams and long distance calls from jobbers demanding more FLEETS. And Chicago operators are trooping in constantly—bigger crowds than we've had since Ballyhoo—clamoring for FLEETS. We understand that some operators already have two and three FLEET machines in one location to take care of the crowds fascinated by the wonderful action of FLEET. Collections ranging from $10 to $25 daily are common."

FLEET is the newest progressive score type pin game. Players load miniature cannons, then shoot balls uphill to bigger scores. Cannons are automatically fired by placing ball in the Action Shell Hole, which returns ball for free play. A ball in the Action Hole also releases all Out-Hole balls for free play, a feature which is said to insure suspense right up to the last ball.


*Announcing Opening*

of

## ROSS & HOOKER VENDING MACHINE CO.

1302 West Tenth Street

**Los Angeles, Cal.**

***Specializing***

**In Marble Games of the Latest Type**

—ALSO—

***The Latest in Used Games That Are Proven and Tested Money Makers***

**Phone: FItzroy 8006**

# Williams Opens New and Modern Factory

LOS ANGELES—Harry Williams, inventor and designer of CONTACT, has opened a new and modern factory at 2534 West Pico street to manufacture a new and sensational game known as SIGNAL.

The new plant is one of the finest in the country with more than 80 people employed on two shifts daily. The factory consists of three floors of equipment and machinery with a total floor space of 29,000 square feet.

In the new plant Mr. Williams is producing every part that goes into the making of the SIGNAL game with the exception of the cabinets. Every casting is stamped and molded in the factory and a complete shipping department takes care of the out of town shipments. A freight elevator is used in transporting the games from floor to floor.

Mr. Williams established a reputation for inventing prize winners when he introduced CONTACT and when it was announced that he was to bring out another new game there was a regular avalanche of orders flooding into jobbing offices and the Automatic Amusements Company factory.

In making the initial deliveries on SIGNAL the factory built 200 games before a delivery was made so that an equal quantity could be sent each local jobber in an attempt to appease operators until more games could be turned out.

•

History Prof.: "What were the dying words of Lord Chesterfield?"
Class in Unison: "They satisfy."

# Futurity Is Popular Game

CHICAGO—"Coin machine manufacturers are employing an ever increasing number of well paid workers, not only in their own factories where it runs from 150 to 600 in many states of the country, but they also employ men and women in goodly numbers in glass factories, cabinet manufacturing plants, foundries, brass, aluminum and cast iron works, machine shops, art screen process work, plating companies and lock companies," declared Jimmy Johnson, sole owner of the Western Equipment and Supply Co.

Johnson, well-known on the Pacific coast as the former secretary of J. P. Seeburg Corp., has recently introduced a new automatic payout race horse machine—Futurity. Asked concerning the new machine Johnson stated: "It is really a small race horse with automatic pay off. It has been tried and perfected and proven a winner. It pulls and holds the player. It's a game that interests the player. He wants to play over and over again and he is amused, gratified and kept from other thoughts while playing Futurity."

Futurity odds are 2—4, 6—8, 10—16. They change every race. The player selects his own horse. A selector attachment locks in position when the race starts. At the conclusion of the race it is impossible to move the winning horse by jarring or tilting and the pay off is instant.

"We are ready for instant delivery," said Johnson. "We know Futurity is a success. Those on location went one by one and then in twos and more until they are now going out fast and furious."

Johnson's many friends in the west will be glad to know of the instant success of Futurity. Negotiations are now going on for a coast representative.


Now You Can Add to Your Line of

CONTACT JUNIORS – CONTACT SENIORS
CONTACT MASTERS

*the Greatest Games in America with Confidence and with*

MAJOR LEAGUE SIGNAL

Another home run by Pacific Amusement manufacturers of CONTACT and believe me, boys, you can't go wrong on this one.

And following are a few more of the new and late money makers:

Fleet.....$38.85
Lightning 39.50
MAJIK-KEYS.....$49.75
MARBLE PARADE.....$57.50
FORWARD PASS.....$41.50

Winners in Counter Games
Select-Em .. Hit-Me ..
21 Vender

Manufactured by Harry Williams,
Inventor and Designer of CONTACT

LARGEST ASSORTMENT OF USED MACHINES IN SOUTHERN CALIFORNIA

All used machines thoroughly reconditioned before leaving our store.

We don't advertise prices on used machines as prices change daily. Send in your requirements, we have them all.

PIN GAMES . . . SLOTS . . . SCALES . . . IRON CLAWS . . . PEANUT MACHINES . . PHONOGRAPH . . COUNTER GAMES
And All Others.

SPECIAL

New and Original Cartons

23 WORLD'S SERIES
$22.50 F.O.B. Los Angeles

WATCH NEXT ISSUE for ANNOUNCEMENT

AN ESCALATOR BLUE FRONT, GOLD AWARD JACK POT FRONT FOR YOUR OLD SLOT MACHINES.
Make your old ten dollar machines look and operate like the present $100.00 machines.
We Are Exclusive Distributors

Watch Next Issue of The Review for Announcement of STRAIGHT-LINE

Now on test locations and gross receipts are exceeding our expectations. NOT A PIN GAME—YET A MARBLE GAME. 3 AWARD CARDS. PLAYS ONE, TWO OR THREE COINS. AWARDS ONE, TWO OR THREE PRIZES. ONE COIN REQUIRED FOR EACH REWARD CARD. ONLY ONE COIN SLOT.
PRICE ..... $125.00
We Are Exclusive Distributors

Western Vending Machine Co.

1511-13 West Pico Street
LOS ANGELES, CALIFORNIA

GET ON OUR MAILING LIST AND GET FIRST INFORMATION ON THE LATEST

# Believe It—Or Nuts!

By ART WELD

**Anyone wishing proof of these items kindly send me a 3-cent stamp—I know where I can cash 'em.**

Dear Mr. Review:

Many thanks for your letter asking me to write about the cigarette machine operators. Am refunding the stamp you used; I don't think my stuff is worth that much.

* * *

I believe the most important item of the month is the promotion of A. B. Macdonnell from office manager to general manager of the Rowe Service Company. It's a very responsible position with lots and lots of grief. Now, listen, Mac, I know a darned good prescription for headache.

* * *

Horace W. Skelton, dean of the cigarette machine men, is taking life easy since he turned over the Rowe trouble department to Macdonnell. Last time I heard of him he was at Catalina Island trying to entice the mermaids ashore.

* * *

Ernie Brennan hasn't much use for ocean vapor. After returning from a vacation in 'Frisco, where he wandered around in a fog for daze and daze, he lost a truckload of cigarettes to bandits, who tapped his cart while fog enveloped it in front of his home.

* * *

President Edward Steur's appointment of E. C. McNeil as chairman of the entertainment committee meets the approval of the membership. "Look, poppa, already he does somedink!" His first achievement was a bathing party and dance the other evening. I could make a nasty crack about the boys "cleaning up" or about "embryonic nudism" but by use of my Herculean will power I'll refrain. I must say, however, that I hope the fact that Mr. McNeil is "vice" president that he won't mix his office with parties.

* * *

Harry Steele is practicing shaving every morning, but he refuses to use a "blue steel" blade. Anyway, who'd be blue with his wife just returning from Europe?

* * *

F. O. Lipfert, one of the first operators of cigarette machines in Los Angeles, is said to be succumbing to the gold lure. He is directing his attention to some mines that produce the stuff that Uncle Sam is after. Nothing like helping the government!

* * *

G. F. Barnhart, one of the oldtime ops, has wished his grief onto another operator and has taken the management of a big auto storage plant where he can rest in comparative peace and quiet.

* * *

H. W. Skelton showed up the other day with his nose glasses broken. He explained he sat on them. But who in heck would wear 'em there?

* * *

I. Goldstein has been unable to attend the association meetings of late because of the very serious illness of his wife.

* * *

C. A. Rockwell is attaching roller skates to his cigarette machines. The other day one without such equipment suffered damage. A customer, who wanted to busy himself loafing, tied his dog to the vender. Then a stray cat sauntered past the snoozing dog. The feline sought safety, the canine sought the cat and Rockwell sought the machine which bumped along the sidewalk a couple of yanks behind the hound. May I suggest that he also pad the stand legs with sponges and blotting paper? Anything for convenience!

* * *

E. Steur, president of the association, puts in his spare time getting new members. Several new names have been added to the roster through his efforts. He has the organization at heart and says he is going to make the boys stick if he has to "paste" them.

* * *

Miss Chrystie Storm (excuse, me, I should say Mrs. Dale Trimmell), who knows more dirt about the Rowe office force than any other one person (she's been private secretary to the gang for three years), has taken on added responsibilities. She recently changed her name from Storm to Trimmell through the offices of a clergyman.

* * *

Several of the boys are adding more machines to their string. I can't say whether this indicates an increase in business or a decrease in intelligence. (No offense; I'm one of 'em.)

* * *

I hereby start a fund for the purchase of another umbrella for Mr. Skelton. Please send contributions direct to me BEFORE I go on my vacation; I can use the money to better advantage.

* * *

F. W. Straw is hereby nominated as official prognosticator of coming events affecting the cigarette industry. Straw should be able to tell which way the wind is blowing.

* * *

At a recent meeting, C. G. Ovian, treasurer of the association, asked to have his books audited just to prove that even an operator can be honest. Then, at the next meeting, he was absent. The boys got lame arms from mopping their brows until George relieved the situation with a 'phone call that he still was in town.

* * *

The other day I received a letter from The Review in which he asked me to write a sketch about the most illustrious, honest, affable, unscrupulous, gentlemanly, scholarly and congenial operator in the business and illustrate it with photo. Sorry, Mr. Editor, but I haven't had my picture taken recently and, anyway, modesty forbids!

* * *

A. H. Weymouth, former president of the organization, who enjoys a burst of speed now and then in his four-wheeler, has moved to Lookout Mountain and lets the old bus out while rambling down Laurel Canyon. He boasts he knows all the curves along the route. But I think there's one he's overlooked; the one with blue eyes and red hair.

* * *

Few people realize the beautiful electric fountain at Wilshire and Santa Monica boulevards in Beverly Hills is the result of the creative ingenuity of a cigarette machine operator. Yes, sir! Charles P. Proffatt is the man who designed and built that piece of electrical engineering. If he were a good Indian and I were one, too, I'd duck him in that fountain and christen him "Chief Big Splash."

* * *

E. Bartz, who drives in from Long Beach on the second Wednesday of each month to attend the cigarette men's seances, says it wasn't necessary for his home town folks to worry about the city officials being ousted from office. He declares he was willing and competent to take the place of any or all of them.

* * *

Wish I knew some news about Vern Andrews, M. E. Ball, W. E. Whitaker, W. E. Tomlinson and C. E. Ball, but those fellows have been so busy on their routes I haven't been able to contact them.

* * *

If anyone has a good second-hand horn for sale cheap, get in touch with me. I've tooted my own so much that it's aus gasphielt. (Excuse my French.)


JOHNSON
Cabinet Works

*Manufacturers*
of Marble Game Cabinets and
Amusement Game Cabinets of
all types

Let us
figure on your
needs. We are the first
concern to manufacture amusement
game cabinets in Southern California.

**Established 1923**

**Johnson Cabinet Works**
1420 South Los Angeles St. Los Angeles, Cal.
PRospect-1843

• SIGNAL •
Today's Champion Money-Maker

*See It in Our Showrooms*

D. Gottlieb & Co.
1347 W. Washington Blvd.
LOS ANGELES

Phone ADams 11450
BACK PANEL COMPANY
*Specializing on Panels for Amusement Games*
3613 Maple Ave. Los Angeles
HARDWOOD • • • PLYWOOD • • • SOFTWOOD

# Boys

# Here's the King of Them All

## Just Out—Ready for Delivery

## New Pacific Coast Sensation

# SOCIAL WHIRL

## A REVOLVING GAMES TABLE WHERE 1 or 4 — CAN PLAY SITTING DOWN —

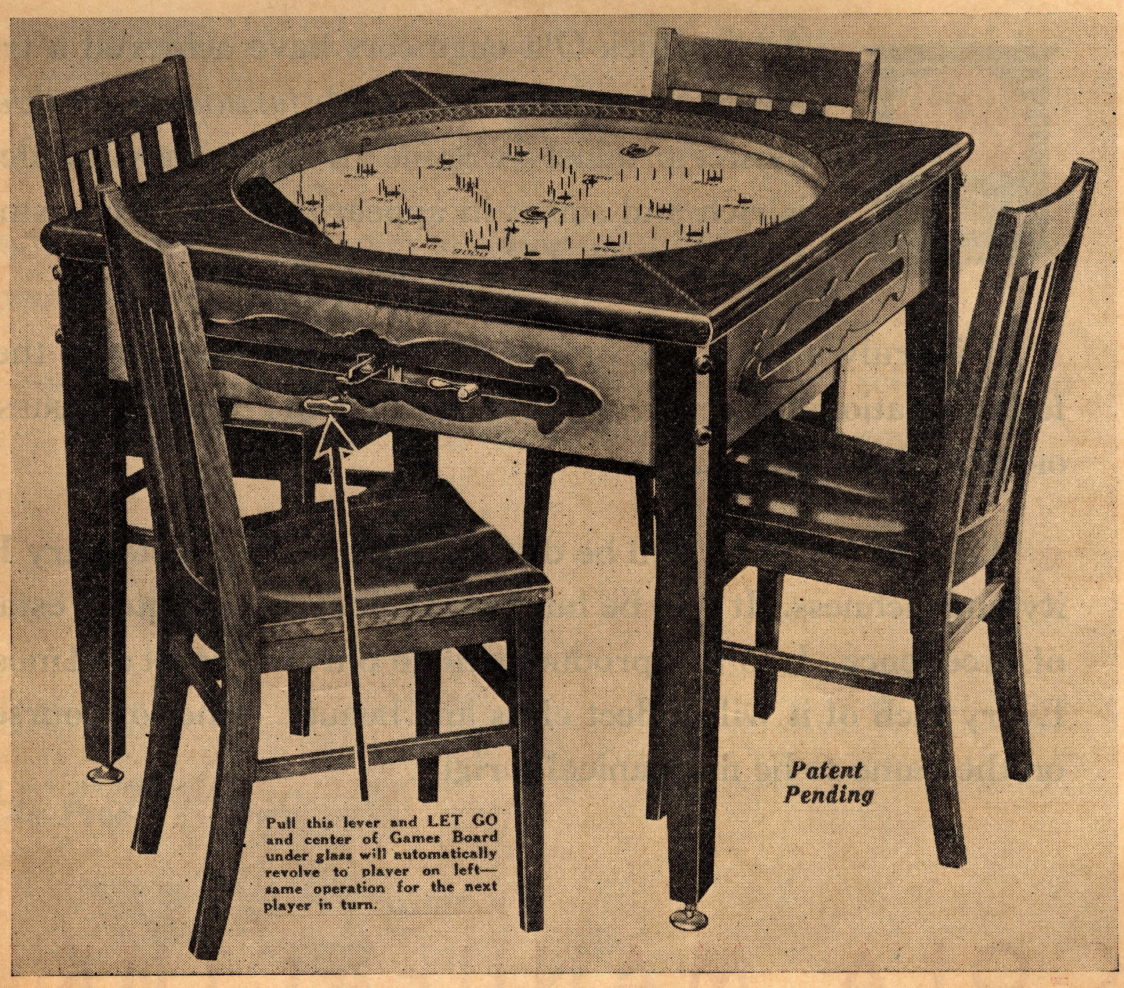
*This Table gets four times the money of any other Games Table on Earth!*

Never Before Such a Marvelous Creation

**Drinks or Food Can Be Served While Playing**

*Has All the Principles of Today's Most Popular Games*

*Thrilling — Fascinating — Exciting*


Pull this lever and LET GO and center of Games Board under glass will automatically revolve to player on left—same operation for the next player in turn.
Patent Pending

### How It Works

This is a revolving games table where four players can be entertained at the same time—likewise one player can enjoy the game alone. With two, three or four players seated at the table all that is necessary to do when the first player has finished is to pull the "T" shaped lever. Inside of games table under glass revolves to next player on left. The coin slot, trip and shooter also revolve to next player from this operation. So simple a child can operate it. Nothing to wear out. No complicated delicate working parts. Fool proof. Bug proof.

This new invention will completely revolutionize the old style "stand up" tiresome games machines now on the market. "Social Whirl" will get four times the play over any other games table in the world. Reason this out yourself — player or players sitting down will naturally spend more time and money under such ideal conditions.

*Here's a game that will pay for itself within a few weeks!*

### CABINET

By S. Karpen & Bros. Combination walnut and sealed-in plate glass top — WATERPROOF. Inlaid sides and non-splinter hardwood legs.

### HARDWARE

Timken assembly. . . . . A.B.T. coin chute, slug-proof. Concealed steel cash receiver with patented lock. Patented combination ball lift and plunger and nickel-plated bolts.

**"SOCIAL WHIRL"**

HOLDS LOCATIONS

After placed, no one can crowd you out.

**Shipping Weight 170 lbs. Crated**

MUtual 9468

# DE-TA CORPORATION

OWNERS

618 Rowan Building — Los Angeles, California

*Distributors Wanted*

## PHONE - WRITE - TELEGRAPH YOUR ORDERS

# Announ

## A DISTINGUISHED NEW

Again Rock-Ola engineers have achieved a triumph. Again they present you with *fortune on a silver platter!* With a master product—a game all America will welcome. A game that is rich and smart in appearance. Sure and smooth in operation. Fast and steady in earning power.

● It is truly a sparkling product! A brilliant addition to the Rock-Ola line of famous national successes—successes like the WORLD'S SERIES, JIGSAW, and the OFFICIAL Sweepstakes.

● This new product will be distinguished by the customary Rock-Ola originality and richness. It will be built along lines of definitely established standards of excellence. Into this product will go only the finest and most costly materials. Every inch of it will reflect class and beauty. And, of course, you can depend on the game to be mechanically right.

**ROCK-OLA MANUFACTURING COR**

617-631 West Jackson Boulevard Chi

## TO BE RELEASE

# ncing!

# GAME BY ROCK-OLA!

● The fascination of this new game will be world-wide. It makes use of *five* time-tested appeals. It bids fair to become a headliner overnight. To steal the show in every town. And to walk off with the lion's share of the profits.

● If ever a game had merit . . . if ever a game could step out and make a bold, sweeping, spectacular success, it is this game.

● August 15 has been set as the date for release. Shipments are scheduled to start the same day. Be first to get advance facts. Write or wire now.

● *Successful operators know they can always get the best locations and make the most money with Rock-Ola Products. This new game will be added proof of the fact that you can always* ***"Profit with Rock-Ola Products"!***

● *Thousands of dollars were spent in the development of this new product. It is hardly necessary to say that operators and jobbers who are* ***first*** *in their territories with this new game will be well rewarded.*

PORATION

ago, Illinois, U.S.A.

D AUGUST 15 . . .

# *A Worthy Companion to CONTACT*

# MAJOR LEAGUE

**Price $66.00 f.o.b. L. A.**
Quantity Price on Request

**Guaranteed mechanically perfect. Advance orders on file indicate the local operators are behind this machine 100%**

# SIGNAL

**Price $59.50 f.o.b. L. A.**

**Released to local operators on July 25. We are already getting RE-ORDERS. Prompt Deliveries.**

***ALL ORDERS for the following machines can be filled promptly. Information and price on request.***

## REGISTER RELAY GATEWAY MAJIK KEYS
## LIGHTNING FLEET STEP-UP
## MILLS PROFESSIONAL
# MASTER CONTACT

Size 18x38
*Prompt Delivery from Stock*——PRICE $39.50

---

What the operators on the Pacific Coast need is a
GOOD LOW PRICED MACHINE. HERE IT IS.

# PUSH OVER

**Price $34.50 f.o.b. L. A.**
Junior Size

**More action and thrills than can be found in any machine twice the cost. Order a sample with privilege of returning it after seven days' trial.**

---

## USED RECONDITIONED MACHINES

ALL SUBJECT TO PRIOR SALE

| | | | | | |
|---|---|---|---|---|---|
| 22 | World Series, grey cabinet, sacrifice price, ea. | $15.00 | 2 | Big Shot, 5 feet, each | $12.50 |
| 7 | World Series, black cabinet, sacrifice price, ea. | $12.50 | 1 | Metropolitan, 5 feet, each | $17.50 |
| 2 | JUNIOR CONTACTS, each | $35.00 | 1 | Masterpiece, each | $15.00 |
| 7 | SENIOR CONTACTS, each | $45.00 | 2 | Senior Broadcasts, each | $10.00 |
| 16 | Jig Saws, each | $ 7.50 | 8 | Junior Relays, each | $15.00 |
| 2 | Premiers, 5 feet, each | $15.00 | 2 | Pontiacs, each | $12.50 |

# D. Gottlieb & Company

**Reference: Any Operator in Los Angeles**

**Jobbers Exclusively Catering to Operators Exclusively**

**1347 W. Washington Blvd. Los Angeles, Calif.**

**Long Distance: PRospect-6957**

**Local Phones: PRospect-3351—3352**

*For Giving the Trade Another Winner*

# MAJOR LEAGUE

*Our Congratulations to Fred C. McClellan*

**Production the first few days will naturally be slow. We urge all operators to be patient. Remember the CONTACT. Let's all play ball with Fred.**

## D. Gottlieb & Co.

**SOL GOTTLIEB**

# Licensing Games of Skill

**By DON S. ARMITAGE**
**Portland (Oregon) Operator**

Pin games have been declared legal games of skill by the local courts and have been licensed here in Portland for the past fifteen months. Although this is only a city ordinance and not a state law, as it should be, the local operators are free from the uncertainty and worry that accompanies operating without a license.

As long as nearly every state has a law prohibiting the operation of SLOTS, it does seem that manufacturers and jobbers of these devices would stop advocating a license for something everyone has to admit is illegal. If manufacturers and jobbers of slots want to see this equipment licensed let them work for JUST THAT and not try to mix up this license question by combining illegal devices with proven games of skill.

If SLOTS are ever licensed LEGALLY the state laws will necessarily have to be changed and if they are ever licensed without the state laws being changed we are quite likely to see BOTH slots AND games of skill thrown out in case of any trouble with the law.

I think it is up to every operator of skill equipment to talk and explain the wide difference between games of skill and SLOTS each and every time he gets the opportunity. It is my sincere belief, after three years of close observation, that merchants are welcoming the pin ball games in the front of their stores much more enthusiastically than they ever did the SLOTS in the rear end of their stores, and there is only one reason for this, it is their legality.

## Coast World's Fair Is Planned

LOS ANGELES — Starting next year the Pacific coast will have its own World's Fair each year.

An announcement was made in Los Angeles this week that the first season of the Los Angeles National Exhibition will be held here from June 29th to September 15th of 1935 and thirty days each year in the future. Many exhibits from the Chicago fair will be moved here, it is claimed.

In 1936 San Diego will stage its own World's Fair and the following year San Francisco is making plans for a World's Fair to celebrate the completion of the bridge from Oakland to San Francisco.

•

## Chapman East For New Games

LOS ANGELES—Abe Chapman, head of the games department of the Gans Company, left Los Angeles July 28th for Chicago to look over the new games available and arrange for coast distribution on them.

•

## Loop Enjoys Heavy Business

LOS ANGELES—R. E. Loop, local distributor for the Chicago Lock Co., reports a steady business in Chicago locks and chutes. Mr. Loop carries a complete stock of locks and chutes at his modern showrooms at 815 E. Washington Blvd.

*The Sensation of the Day*

# SIGNAL

**By the Originator of CONTACT,**

**HARRY WILLIAMS**

**An Absolute 30-Day Factory Guarantee Against Mechanical Defects.**

**READY FOR IMMEDIATE DELIVERY**

## MOHR BROTHERS

**2916 W. Pico Blvd.**

**Los Angeles, Cal.** **RO 8924**

# NINE HOLE

***The Game of Today and Tomorrow***

**NINE HOLES OF GOLF—**
***with all the hazards of the most popular game in America.***

**Direct Shooting for Holes Making It 100% Skill**

***No Electrical or Mechanical Do-dads to Get Out of Order***

**Absolutely Fool-Proof**

# TALK IS CHEAP

**We suggest that you buy one game first. Put it on location—and let the results convince you.**

## $59.50

***Our 5-Foot Game at Los Angeles***

**Crating $2.50 extra. 1-3 with order, balance C. O. D.**

## GENERAL AMUSEMENT EQUIPMENT COMPANY

**839 W. Washington**

**LOS ANGELES, CAL.**

**JOBBERS: Order Sample at Customary Discount.**

## *Subscribe for* THE REVIEW *Today*

**Clip and mail the coupon printed below at once, so as not to miss the great September issue and our second annual October Fall Special. Sample copies of THE REVIEW will be discontinued soon and unless your subscription has been sent in you will miss future numbers.**

SUBSCRIPTION ORDER

**Pacific Coin Machine Review**

*Enclosed find*.....($.....) *Dollar(s)*

*for*.....*year(s) subscription to THE REVIEW.*

Name.....

Address.....

City.....State.....

Operator.....Jobber.....Manufacturer.....

**RATE: $1.00 PER YEAR. $2.00 FOR THREE YEARS.**


## Ops. Must Have License First

**During the past month the Los Angeles police department has picked up a number of machines and fined the owners for not having licenses on their machines. The license ruling states specifically that the operator must first secure his license before placing the machine on location.**

**It cost one Los Angeles operator $50 to find this out a few days ago and the information is passed on in the hope that operators not having fully covered their machines will do so at once.**

## Midge Ryan In Again

LOS ANGELES—Midge Ryan, coast manager for the Mills Novelty Co., with offices in San Francisco, is in Los Angeles on one of his periodic business trips.

## Triple Thrill Going Big

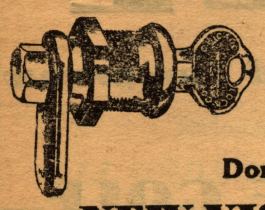
LOS ANGELES.—It's natural for an operator to spot a good game quickly, says P. Weiner of the New Deal Amusement Co. "That's why Triple Thrill has become so popular with operators in all parts of the country."

Recently the firm shipped its first games to Hawaii and since then a steady stream of orders from operators everywhere has kept the plant busy turning out games to supply the demand.

## PATENT ISSUED ON COIN CLEANER

SAN FRANCISCO — Eight pages of illustrations are used to show the mechanical ideas in the coin operated vacuum cleaner, patent for which was issued to Theron C. Curtiss recently.

The device is designed as a cleaner to brush a person's clothing and is recommended for installation in washrooms, pullmans, etc.

**Coin Chutes and Locks**

**Don't Miss Seeing Our**

**NEW VISIBLE COIN CHUTE**

***Delivery—Two Weeks***

**Write or Call for Prices**

**IMMEDIATE DELIVERIES FROM STOCK ON HAND**

**ROLAND E. LOOP**

**Factory Representative**

**815 E. Washington Blvd. PR. 3647 Los Angeles**

**HILLSIDE REPAIR SERVICE HAS MOVED**

**to**

**1330 West Sixth St.**

**(Between Valencia and Witmer)**
**EXposition 4032**
**LOS ANGELES, CALIFORNIA**
**Slots Changed—Machine Work—Welding—Keys**

# Bromberg's Bargain Buys

## MID-SUMMER SPECIALS

| Signal | Majik Keys | Fleet | Marble Parade |
|---|---|---|---|
| $59.50 | $49.75 | $38.85 | $57.50 |

**Mills Silent Escalator Front Venders . . . . . $37.50**

**5c HIGH SERIAL NUMBERS 25c**

***Bargains — New Machines — Bargains***

| | | | |
|---|---|---|---|
| Chicago Club House With Divider—Vender | $15.50 | Pontiac | $14.99 |
| Chicago Club House Vender | $12.50 | American Beauty (Early Type) | $27.50 |
| Daval Divider Vender | $12.60 | Sweet Sally | $9.99 |
| Daval Vender | $10.00 | Ritz | $7.99 |
| Official Sweepstakes Venders | $15.50 | Lighting | $39.50 |

**$25.00—NEW WORLD SERIES—$25.00**

***Deposit Required On All Orders***

*Used Machines*

World's Series, Perfect, Like New
Silver Cup
Wings
New Century
Magic Clock
Airway
Genco Official Baseball
Jigsaw
Speedway
Commander
Also 5-Foot Tables

*Want a Pleasant Surprise— Write for Prices*

# Irving Bromberg Co.

TRinity 9975 — 1034 West Seventh St. — Los Angeles, Calif.

# AS PREDICTED
# Majik Keys
# IS OVERSOLD

*Next Run Ready for Delivery August 10*

•

Place Your Order Now

•

*Has Animation*
•
*Player Appeal*
•
*Luck and Skill Play*
•

**JUNIOR SIZE**
**22"x44" .....**

**$49.75**

Mechanical Appeal Without Trouble Making Mechanism.

*Skill Awards Thoroughly Tested!*

**MAJIK KEYS** Will Open the Pay Gates for you.

*See This Wonder Game Now!*

## Allied Amusement Company

1228 South Olive Street

LOS ANGELES CALIFORNIA


## New SIGNAL Plant

**The above photo was taken on the third floor of the Automatic Amusements Co., factory in Los Angeles where SIGNAL is being manufactured and more than 80 people are employed.**

**The factory is one of the largest and finest in the coin machine manufacturing business in the entire country.**

## Operators Swarm Gottlieb Branch

LOS ANGELES—With several new games announced during the past month the operators have virtually swarmed the offices and showrooms of D. Gottlieb & Co., seeking immediate deliveries on the newcomers.

At times it has been impossible for operators to get inside of the building and one morning last week saw some 50 operators standing on the street outside waiting an opportunity to get inside and buy the new ones.


# SELLING OUT STOCK OF SLOTS

•

**5c Mills Triple Jack.....$17.50**
**5c Jennings Triple Jack.....$20.00**
Or Rock-Ola Front—Serial Under 10,000
**5c Jennings Triple Jack.....$25.00**
Or Rock-Ola Front—Serial Between 10,000—30,000
**1c Jennings.....$26.50**
Reconstructed
All the Above Machines Are in Good Condition
**A few PENNY ANTES, USED at $9.95**
**SWEET SALLYS .....$7.50**

NEW MARBLE GAMES
**Major League Signal FLEET and CONTACT**

**WANTED—Salesman with car, fully experienced in vending machine business. Drawing account and commission. Tell us all about yourself in your first letter by mail only.**

## The Vending Machine Co.

316 West Pico Street Los Angeles, Calif.

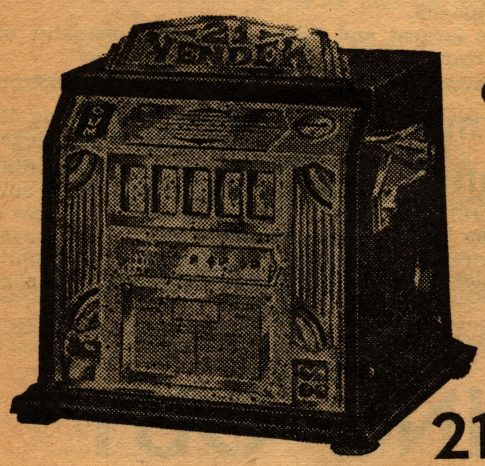
# GROETCHEN WINS DECISION

Establishing "21-Vender" as the only

## Original Black Jack Machine

Upon the Complaint of the Groetchen Tool & Mfg. Co. against the Manufacturer and the Distributor of the "Hit-Me" Machine, the NRA Complaints Committee Ruled on June 20th that the Defendants were guilty of violating the NRA Anti-Piracy Clause. "Hit-Me" was Adjudged a copy of our "21-Vender."

For your own Protection insist upon the Genuine "21-Vender" with the CONTROLLED PAYOUT Feature which ASSURES A SATISFIED LOCATION.



**Shutters Can Be Opened Only from Left to Right**

**Straight Nickel Play or Penny, Nickel, Dime and Quarter Play**

*Profit by Operating the most unique Counter Machine*

## 21-Black Jack OPERATORS

***Quantity Price***

**$17.50**

**F. O. B. Chicago**

# ZIG-ZAG

**A new Selective Zigarette Trade Stimulator will be ready July 25th. Location tested for Profits and Mechanical perfection.**

**Will meet Legal Conditions in most territories.**

WRITE YOUR JOBBER OR DIRECT TO

**GROETCHEN TOOL COMPANY**

128 No. Union St. Chicago, Ill.


## New Western Showrooms

**Part of the line-up of new games on display at the Western Vending Machine Co. are shown above in the showrooms of the firm's new headquarters at 1511-13 West Pico street.**

**In the photo, reading from left to right, are: H. A. Regan, Los Angeles operator; Charlie Anderson, formerly of Anderson & Burke; C. O. Griffin, Los Angeles operator; Art Tanguay, of the Western firm; Buck Walters, San Bernardino operator, and A. Daveny, of the Western.**

## Viking Fills Heavy Orders

SAN FRANCISCO—According to announcement made, the Viking Specialty Company is shipping large quantities of "21-Venders" throughout the trade area in which they are exclusive distributors for this now very popular machine. With the improvement recently made, this machine has become the best money-maker in counter games. The "21-Vender" is exceedingly well-built and does not get out of order.

The following is an authentic telephone conversation between an out-of-town operator and the Viking Specialty Company:

"Hello, Viking? What's the big idea? You told me that '21-Venders' never get out of order and this morning I get a trouble call from way up in the woods informing me that a '21-Vender' is on the rocks. What do you s'pose is the matter?"

"Well, it can't be out of order, because they're just not made that way. the machine is so full of money that the only thing I can think of is that the wheels won't spin around."

"Nerts!!" Click!!!

A few days later a very apologetic voice of the same operator informed Viking that their diagnosis was correct—the machine WAS too full of money and he ordered 25 more "21-Venders"!!

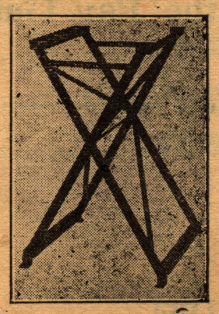
## Ross & Hooker Have Opening

LOS ANGELES—The formal opening of the Ross & Hooker Vending Machine Co., at 1302 W. Tenth St., was held Saturday, July 21st, with a goodly number of operators dropping in during the day to sample the refreshments and extend best wishes to the new firm.

Messrs. Ross & Hooker are very well known in local operating circles. In their new business they will carry a varied line of best sellers both in the amusement machine and vending machine line.

C. W. Lane has been placed in charge of the service department.


## Slot Machine Stands



**$2.75 each**

**STANDS FOR ALL TYPES OF CIGARETTE MACHINES**

**$2.50 to $2.85**

**WRITE, WIRE OR CALL**

**R. H. OSBRINK MFG. CO.**

"STANDS OUR SPECIALTY"

**1412 East 62nd St. Los Angeles, Calif.**

MUTOSCOPE'S

# SHOOT-O-MATIC

TRADE MARK

## An Overnight Sensation!

**Gaining popular acclaim because its Flash Action—and Merchandise Display and Vending Features makes this revolving SHOOTING GALLERY irresistible to the player! It took us seven years of pioneering effort to bring our "Electric Traveling Crane" into first place in the digger field, but the SHOOT-O-MATIC has literally sprung into favor over night!**

## THE MACHINE THAT IS MAKING THE OPERATING WORLD SIT UP AND TAKE NOTICE!

**All Eyes are on the new SHOOT-O-MATIC because it is making AUTOMATIC MERCHANDISING DEPENDENT ENTIRELY ON THE PLAYER'S SKILL IN SHOOTING.**

### This is how the SHOOT-O-MATIC operates

Insert the nickel and obtain your candy purchase by pressing the candy delivery chute. You also get five free shots at the attractive items of merchandise displayed on the double tier turntable. As soon as the nickel is inserted this turntable starts revolving and a red light flashes on. (While this light is on you know there are shots left in the pistol.)

Aim for the target directly underneath the item you want and SHOOT. If you hit the bull's-eye the desired item automatically drops into the delivery chute—a splendid reward for your marksmanship.

If the machine is in a very busy spot you may wish to keep the turntable revolving continuously to attract the passer's eye. The necessary adjustment is readily made with easily accessible switch.

## BRINGS OPERATING PROFITS TO A NEW HEIGHT

### Breaking All Earning Records on Location

**Because:**

**EVERY Nickel brings a definite purchase!**
**EVERYBODY Loves to Shoot!**
**EVERYBODY Loves to Win a Marksmanship Award!**

**Free Trial offer**

**That's why there's always a crowd around the SHOOT-O-MATIC . . the most sensational machine success of the day!**

**TEST A SAMPLE FREE FOR 7 DAYS. IF IT DOES NOT EXCEED YOUR FONDEST EXPECTATIONS, RETURN IT AND WE WILL REFUND YOUR MONEY INSTANTLY. Your only expense is transportation.**

**Be the first in your territory to cash in on SHOOT-O-MATIC'S immense earning power.**

**Entire Merchandise Display Can Be Refilled in TWO MINUTES!**
Beautifully designed modernistic cabinet with gleaming chrome fittings. Acceptable to the finest locations. Works on any current. Flashing mirror background enhances the beauty and bigness of the merchandise display. Built to LAST . . . and guaranteed by Mutoscope's 30 years of precision manufacture.

**Patent Pending**
Each tier of the turntable is divided into ten compartments. Thus you are enabled to make a brilliant display of 20 articles. SIZE: 67" high, 20" wide, 32" deep. Approximate shipping weight, 320 lbs.

## SEE YOUR NEAREST COIN MACHINE JOBBER TODAY!

# INTERNATIONAL MUTOSCOPE REEL CO. Inc.

445-57 W. 31ST ST. NEW YORK CITY

HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

# Lou Wolcher

—*offers*—
TO THE
**Operators of**

WASHINGTON, OREGON,
IDAHO, MONTANA, WYOMING,
AND WESTERN CANADA

## *An Extension of My Kind of a Jobbing House*

For years now I have enjoyed the confidence and the business of hundreds of operators in the Northwest. Now you can buy from my Seattle office, at a saving in time, and freight rates.

I know my old customers will come in. To those who have not done business with us in the past, I sincerely invite you to come in and get acquainted. This office will be in charge of my brother, Harry J. Wolcher, ably assisted by Mr. Ralph Arnold.

*If you don't expect to come to Seattle soon, write in. I shall have a complete display in most of the larger cities of the northwest to get acquainted with those of you whom we do not know. This display will be in a leading hotel in the nearest large city. We will not have a catalogue, and a clever salesman. We will have a complete display of all the latest machines on the market so that you can actually compare values, and satisfy yourself as to the merits of the machines now being offered to the trade.*

We solicit your business for these reasons:

We have never taken a bonus or premium for any machine, no matter how large the demand.

When there was not enough of a popular machine to take care of the entire demand, our supply is fairly pro-rated among all the operators, rather than to a favored few.

We never have, do not, and will not, operate a single machine in competition with the operators.

We shall carry a thousand dollar stock of parts so that our customers do not have a fifty dollar game tied up for want of a ten cent spring.

WE ARE DISTRIBUTORS FOR THE LARGEST MANUFACTURERS, WITH THE RESULT THAT WE SHALL HAVE THE NEWEST MACHINES WHEN THEY COME OUT, AND WHEN YOU WANT THEM.

*We are not here just to sell new machines. We take trades, and do so without doing you a favor. We like it. A machine that is burned out on your locations, may be a gold mine for some operator elsewhere, with the result that we are only too glad to take it in on trade.*

Our line is not limited to pin games. It includes:

Slot machines, stands, ball gum and peanut venders, and merchandise for them, cigarette machines, parts, globes, and everything that an operator of machines needs.

We offer you the right price, prompt service, and every possible break all the time. Come in and get acquainted. Pick up a couple of collection books free, use our phone, swipe some ball gum, and make yourself at home. We like it.

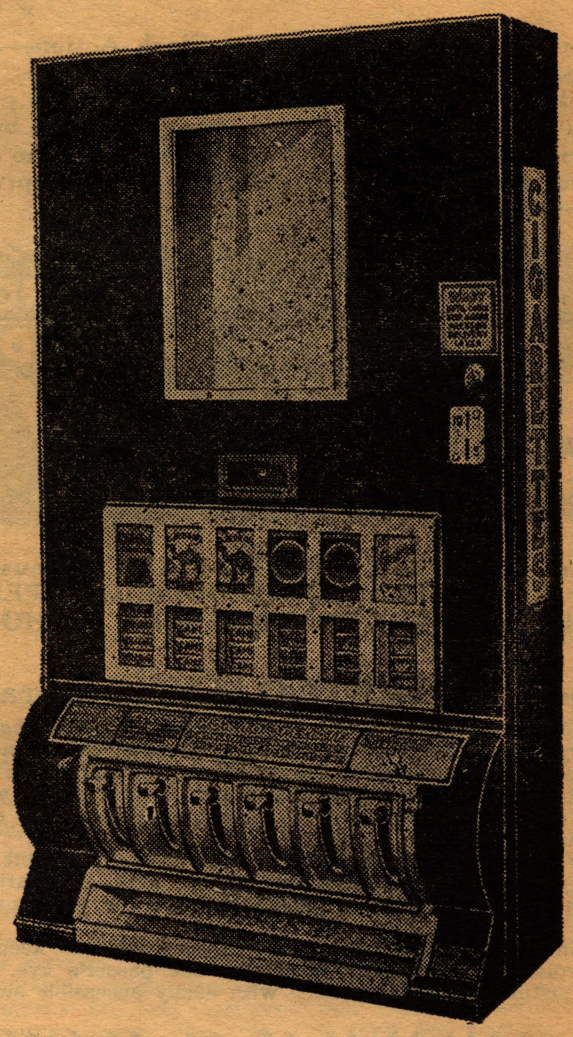
## ADVANCE AUTOMATIC SALES CO.

3222 Western Ave. Seattle, Wash.



# Why Gamble?

## WHEN YOU CAN PLAY SAFE!



## *Be Guided*

by the experience of over 25,000 satisfied location owners and the several hundred successful Operators who have proclaimed S&M machines as being *Best by Test.*

## *Remember*

that in the field of automatic cigarette merchandising there can be no substitute for experience and that in selecting STEWART & McGUIRE equipment you are playing absolutely safe because you are following the judgment of those who REALLY KNOW.

For further information write or wire

## Stewart & McQuire

C. A. BLAKE, Director of Sales

1351 W. Washington Blvd., Los Angeles

Phone: PRospect 9911

# Golden-Gate

Announcing

## EXHIBIT'S *Newest* PIN GAME

An Advance Creation . . . years ahead of anything in Pin Games.

If it could not supersede anything else, to meet the players' popular demand . . . and make more money for operators, EXHIBIT would not produce it.

Hundreds of Operators and many Jobbers . . . who visited our factory in the past weeks . . . pronounce "GOLDEN GATE" a Miraculous Achievement in Pin Games . . . the Greatest ever seen.

NOW READY FOR DELIVERIES

● DOUBLE ACTION, TRIPLE ACTION and THRILLS—in a flash of a second—such as never dreamed possible are some of the great new features of "GOLDEN-GATE." ● Shoot one or more balls into the gangway, which is easily done—then shoot a ball in the "OPENS GATE" Hole—Bur-r-ing—off goes the bell—instantly the "GOLDEN-GATE" pops open and down catapult the balls to the 600 Bar below. ● NOW FOR TRIPLE ACTION—Shoot another ball in the "OPENS GATE" Hole—again off goes the Bell and up go the balls—hurled uphill (from the 600 Bar)—scattering to advance scores—at the same time releasing accumulated balls in gangway for a repeat advancement. ● In addition, "GOLDEN-GATE" is a magnificent example of sparkling beauty—designed to be America's most beautiful Pin Game. Has a two-toned cabinet and a mirror-smooth playing field in 3 colors—guaranteed 100% mechanically perfect. Produced in two sizes—19x38 in. and 21x44 in. ●"GOLDEN-GATE" also incorporates EXHIBIT'S ORIGINAL Return "OUT" Ball Hole.

OPERATORS . . . it's DYNAMITE
Dynamite in THRILLS
Dynamite in SURPRISES
Dynamite to blast loose More and Bigger Money from your locations.
Yes . . . "GOLDEN-GATE" is Dynamite.
SEE YOUR JOBBER QUICK

SEE YOUR JOBBER

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. CHICAGO


**ALPHABETICAL LIST OF A-1 USED MACHINES**

Airway (Legs), $10.00; Ambassador Sr., $12.50; Aristocrat (stand), $12.50; ABT Check Target, $5.00; ABT Game Hunter, $6.00; ABT Number Target, $6.00; ABT Five Jacks, $9.50; Ball Gum (Half Case), $7.50; Baffle Ball, $1.85; Bally-Hoo, $1.85; Bally Counter Game, $2.50; Big Bones (1c to 10c play), $3.50; Blue Ribbon, $17.50; Berkshire Radio, AC-DC, adaptable to autos, gets police calls, $12.50; Blue Bird Dice, $3.50; Broadcast (legs), $4.00; Caille Bell, 25c play, no Jackpot, $5.00; Caille Puritan, $5.00; Capehart Phonograph, $150.00; Cub, $4.00; Churchill Downs Target, $2.50; Cadet (stand), $5.00; Commander (stand), $3.50; Chicago Club House, $8.50; Duce Wild, $2.00; Dicette (5c or 1c play), $5.00; Electric Piano, $50.00; Electric Shockers, $3.50; Epsom Downs, $1.85; Favorite, $1.85; Figure Eight, $1.85; Fatima (stand), $3.50; Five Jacks (Fields), $7.50; Five Star Senior (stand), $7.50; Five Star Final, $2.25; Gottlieb Baseball, $1.00; Gold Coast (stand) $3.00; Goofy, $2.25; Grippers (metal), $3.50; Gypsy, $8.00; Gold Rush, $9.00; Dealers Choice, $2.50; 8-Day Bike Race (electric lights), $12.50; Jigsaw, $10.50; Iron Claw (Model D), $35.00; Streamline, $25.00; Universe, $5.00; Pick-A-Pack, $4.50; Blackstone, $8.50; ABT Pool Target (stand), $3.50; Penny Draw, $8.50; Mills Bell Boy, $10.00; American Beauty, $27.50; 42nd Street, $12.50; Relay, $20.00; Ticker, $2.50; Master Contact, $27.50; Sharp Shooter, $2.50; Iron Claw (Model E), $45.00; Jennings Target (Vender), 1c only, $2.50; Jiggers, Sr., (stand), $7.50; Jiggers, $2.25; Jack & Jill (stand), $12.50; Lark Puritan, $5.00; Little Duke (new model), $27.50; King Pin (stand), $2.25; Majestic (stand), $4.00; Mat-Cha-Skor, $3.00; Mills Bell, no Jackpot, 25c play, $5.00; Mills Fortune Teller, $1.50; Mills Puritan, $8.50; Mills Counter Official $2.00; Mills Official Deluxe, $10.00; Mills Official with two-way coin divider (stand), $12.50; Mills Troubadour (Selective) 5c only, $200.00; Mills Jr. Silent, 1c play, $25.00; Marbl Jax (stand), $22.50; Monarch (stand), $5.00; New Century, $5.00; New Deal, $8.50; Norris Peanut Machine, $3.00; Official Sweepstakes (Plain Model), $7.00; Ok, $2.25; Penny Ante, $6.00; Pontiac, $17.50; Pennant, $12.50; Progress, $8.50; Pico Baby Grand, $5.00; Puritan Jackpot, $10.00; Puritan Venders, $7.50; Rambler, $5.00; Ritz Floor Sample, $2.50; Rocket (New Model) $40.00; Rainbo, $2.25; Rol-Let, $4.00; Screwy, $2.25; Skidoo, $2.25; Sky Ride (stand), $5.00; Skill Ball (stand), $5.00; Silver Cup, $8.50; Score Board, $8.00; Select-Em, $9.00; Sweet Sally, $8.00; Skipper, $5.00; Speedway (stand), $10.00; Spiral Baseball, $1.00; Stands (wood or steel), $1.00; Steeplechase, $2.50; Stanard (Counter Pin Game), $2.50; Tango (stand), $2.50; Three Jacks, $4.50; Trophy Gold Machine, vends Golf Ball if 3 holes are made, $10.00; Topsy-Turvy Derby, $2.50; Three Ring Circus, $2.25; Treasure Island (stand), $2.25; Whippet (stand), $3.50; Watling Bell, 25c play, no Jackpot, $5.00; Wang-Poo (stand), $5.00; Watling Blue Seal Jackpot Pin Game, $10.00; Whiffle Zip Electric (stand), $17.50; Whiz Ball, $1.00; Whirl Wind, $7.50; Whizbang, $1.85; WOW, $1.85; World Series, $20.00; All American, $5.00; Mutoscopes (Counter Model with reels and cards), $10.00; Auto-Matic Baseball (cost $450.00), $85.00; Rainbo, $2.25; 21 Venders, $12.50; Register, $35.00; Knickerbocker, $27.50; Western Sweepstakes (Automatic Payout), $39.50; Western Sweepstakes (Plain Model), $22.50.

Baby Grand, 5c play only, $30.00; Caille Bell, no vender, no jackpot, 25c play, $5.00; Caille Bell, 25c play, $12.50; Jennings Today, front vender, jackpot, 5c play, $17.50; Jennings Bell, jackpot, 5c play, $15.00; Jennings Bell, 5c play, no vender, no jackpot, $7.50; Jennings Jackpot Bell, 25c play, $15.00; Jennings Today Front Vender, no jackpot, 5c play, $10.00; Jennings Victoria, double jackpot, vender, 5c play, $40.00; Little Duke, jackpot, vender, 1c play only, $27.50; Little Duke, jackpot, no vender, 1c play only, $25.00; Mills Bell, no vender, no jackpot, 25c play, $5.00; Mills F O K, front vender, single jackpot, 5c play, $27.50; Mills F . O K, front vender, no jackpot, 5c play, $12.50; Little Duke Tripl-Jax, 1c play, $45.00; Mills Jackpot Bell, 25c play, $12.50; Mills Jackpot, Rockola front, vender, 5c play, $19.50; Mills Jackpot Bell, no vender, 5c play, $19.50; Mills Jackpot, front vender, factory rebuilt, 5c play, $35.00; Mills Junior Silent, 1c play only, $25.00; Mills Silent Escalator, front vender, 5c play, like new, $50.00; Pace Bell, no vender, no jackpot, 5c play, $8.50; Pace Jackpot Bell, 5c play, $25.00; Pace Jackpot Bell, 25c play, $22.50; Stands, collapsible, no screws, no bolts, $3.00; Watling Bell, no vender, no jackpot, 25c play, $5.00; Watling, no jackpot, front vender, 5c play, $15.00; Watling, twin jackpot, front vender, like new, 5c play, $45.00; Watling, jackpot, side vender, 5c or 25c play, $30.00; Mills Silent Escaltor, front vender, 25c play, like new, $50.00.

**One-third deposit required. Specify whether 1c or 5c slot. Method of shipment. All machines complete with legs.**

**IDEAL NOVELTY CO.**
**3003 Lemp Ave., St. Louis, Mo.**
**Bally Distributors in State of Missouri**


MORRIS MANUFACTURES

# CABINETS

*For the*

## "HIT" Games

✦

**Let Us Figure on Your Needs**

✦

**Morris Furniture Mfg. Company**

4433 So. Alameda, Los Angeles, Calif.

# Modern Merchandising

## Vending Tax Rides As Ops. Shun Payment

LOS ANGELES—Despite the fact that the $2.50 per machine tax on merchandise vending machines is a matter of record the local operators have not made any attempt to pay this tax and the authorities have not enforced it on account of the pending change through which it is hoped to bring about a business license tax of $7.50 per year for owners of merchandise machines.

A meeting was held the past month by a committee from the Western Vending Machine Operators Association with Mr. Baker, chairman of the budget committee of the L. A. City Council, and as a result it is felt that matters are progressing favorable to the operator.

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EDITOR, THE REVIEW:

I wish to express my appreciation for having received several sample copies of THE REVIEW and am happy to note the apparent success you are enjoying.

Lee Phillips,
Glendale, Cal., operator.

## Wedemeyer Gets National Agency

LOS ANGELES.—Eric Wedemeyer, nationally known importer and manufacturer of premium goods and novelties, has been appointed national distributor by Exhibit Supply Co., for distribution of the new Novelty Merchantman and other Exhibit digger machines, with sub-distributors in all principal cities .

Mr. Wedemeyer is head of the well-knit organization that has been busily engaged setting up operating units for customers in all parts of the country with tremendous success.

Fred Reilly, manager of the local branch, states that Mr. Wedemeyer contemplates an inspection tour of the Pacific Coast in the very near future, and also says he is very gratified with the success of the Novelty Merchantman now on locations in Southern California.

## Edward Steur

MR. E. STEUR
President of the Southern California Cigarette Vending Machine Operators Association.

The California Cigarette Vending Machine Operators Association takes a justifiable pride in the man who is guiding its destinies; its president, E. Steur. Coming from New York City, he started operating about four years ago. He took a keen interest in creating the organization and was its first vice president. Six months ago he was elected to his present office without opposition. He not only rules firmly from the front of the house but usually has suggestions for betterment of the association and to cement more firmly the bond of friendship among the members. His slogan is: "Come on, fellers, let's go!"

•

## Dixie Nut a Local Favorite

LOS ANGELES—Although on locations only for a short time, the Dixie Nut machine, manufactured by the Dixie Nut Co., has won instant favor.

The miniature machine is beautifully finished in bronze and is a top notch salesman of peanuts. The machine holds nearly two pounds of peanuts and this fact alone assures the purchaser of fresh merchandise.

The machine has been especially successful in beer parlors and taverns and the local factory is now in full production, turning out the little marvel.

## Vending Machine Operators Elect New Officers

By R. R. WESTFALL, Secy.

LOS ANGELES—At the June 25th meeting of the Western Vending Machine Operators' Association new officers were enthusiastically and unanimously elected. They are: L. B. Bueter, president; L. C. Wise, vice-president; R. R. Westfall, secretary; J. H. Scott, re-elected treasurer. Bueter has already contributed much in time and effort toward what appears to be a satisfactory solution of current tax difficulties. Wise and Westfall and other committeemen also have given attention to this pressing matter. The new board consists of experienced operators and another successful year for the association is looked for under their leadership.

The membership, at this election meeting, also expressed its gratitude to retiring President Rees and other officers for their devoted service during the closing year. Tax committeemen Shalda, Wise and Bueter were reappointed to continue vigilance in new license legislation.

Both retiring and newly elected officers stressed the importance of active attendance by members and the values to be gained by new members. It was pointed out that the splendid attainments of the past several trying months had been of distinct and unquestionable benefit to every operator in Los Angeles, especially in the matter of the attempt which threatened, through high taxation, to put many operators out of business. In all fairness, it was said, operators who benefit by the association's endeavor should show their appreciation by joining immediately and giving every assistance to an organization which constantly protects their interests and livelihood. Membership fees are only 50 cents per month. Meetings are held the second Monday of every month at 1417 Georgia Street, 7:30 p.m.

•

## Laymon Opens New Offices

LOS ANGELES—Paul A. Laymon, western representative for the A. B. T. Manufacturing Company, Chicago, has opened new and attractive offices at 1503 West Pico street. The new quarters more than double the space formerly occupied by Mr. Laymon at 1318 South Hope street.

A complete sample line of all the A. B. T. products are on display in the new showrooms.

•

Boy—"Say, dad, what does it mean when the paper says some man went to a convention as a delegate-at-large?"

Dad—"It means his wife didn't go with him, son."

STEADY INCOME ON SMALL INVESTMENT
OPERATE
FOURSOME
The New Selective Penny Nut and Candy Vender
Vends all different kinds of confections. Counter stand, wall, any place.
Four machines in one, and each compartment holds 3 to 4 lbs.
Beautiful, Sanitary, Mechanically Right. Makes Them Buy.
LEGAL EVERYWHERE
Spic and Span. 17" High, 13" Deep, 7" Wide.
*Big Moneymaker . . . Steady Returns . . . Get In Now*
BE FIRST WITH THE NEW VENDER IN YOUR TERRITORY
The AD-LEE CO, Inc.
819 South Wabash Avenue Chicago, Illinois

United Superior Mint & Gum Co.
671 South Anderson St. Los Angeles
ANgelus-9166
Manufacturer of Quality Merchandise for the Vending Machine Trade
Quality Ball Gum in six colors. Delicious flavor
Stick-gum of Spearmint Flavor. A delight to chew.
Mints in assorted flavors. Pure and truly refreshing.
*We cater to vending machine operators and welcome new operators to try our quality products.*

# Nationally Known Inventor Creates New Idea in Pin Game

LOS ANGELES—Norman Tatham, well-known inventor and creator of a number of well-known and successful inventions, has created a new idea in a games machine which, from appearances, should add another winner to his many successes. The new game has been christened "The Social Whirl."

The principle of the new idea is in the form of a revolving games table, where four players can be entertained at the same time—likewise one player can enjoy the game alone. You sit down instead of standing up and food and drinks can be served while the game is progressing. The inside of the table, under sealed glass, revolves by the mere pulling of a lever. This rotates the game to the next player on the left, etc. The sitting down feature appeals to the merchant due to the fact that more games will be played and more goods sold under such ideal conditions. Mr. Tatham has been perfecting this new idea for the past nine months before placing it on the market.

Mr. Tathem's first big success was a specially invented rigging used in the safety of aerial performers in circuses and this invention has saved the lives of many hundreds of aerial performers. It is a circus law that every performer use the Tatham rigging. He also invented the well-known Wrigley PK gum vending machine as well as a ball gum machine of which over 200,000 are in use. He also is the father of the weighing scale, being the first inventor to manufacture same in the United States.

Besides being an inventor, Mr. Tatham has been an international athlete and at the Olympic Games in London in 1909 received 87 medals. He was also one of the few who were, for his wonderful performance, favored by the King and Queen of England with a dinner at the palace.

The new games machine, SOCIAL WHIRL, is being distributed by the De Ta Corporation of this city.

## Ad-Lee Introduces New 4-Unit Vender

CHICAGO. — Urging amusement machine operators to consider the profits in merchandising machines, Ad-Lee Company is pushing its Foursome vending machine at the present time. "Unlike the placing of amusement games and novelty machines that last for a time," say the makers, "up-to-date merchandising venders create that year in and year out income that the logical level-headed business man is seeking. No legal barriers to buck, no novelty to die out, but something that the public wants daily is offered thru these busy little devices."

The Foursome is a penny vender with four compartments offering a selection of four varieties of nuts, confections, etc., in one machine. Has good visibility to make the sales appeal and is compact for the amount of merchandise offered. Coin mechanism has been developed for this machine and is easily adjustable to vend the quantity desired of each particular product. Jerry Wertheimer, sales manager, is elated about the prospects for the machine.

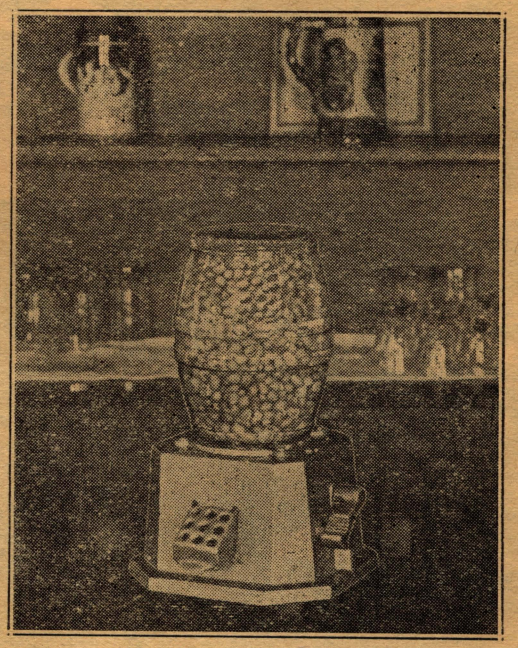

The Champion Miniature Moneymaker

**The DIXIE NUT**

**Sample $5.00**

Write for Quantity Prices

Beautifully finished in bronze. Especially designed for bars and booths. Each location good for 2 to 10 machines.



Only 11½" High; 6¾" Square at Base

The DIXIE NUT machine has been tested and proven on more than 1200 locations in the city of Los Angeles. It has shown itself a consistent money getter during this period. It encourages business because of its size—the public knows that the nuts in the DIXIE NUT are fresh—because of its size.

**Exclusive Territories Outside of Los Angeles Are Available With the Purchase of a Substantial Number of Machines.**

DIXIE NUT COMPANY

1315 East Seventh St. Los Angeles

Room 234 TRinity 7938

ERIC WEDEMEYER

830 West Tenth Street Los Angeles, Calif.

*Take It From One Who Knows . . . Your Success Depends on Variety • Price • Service*

—WE GUARANTEE ALL THREE—

VIKING PRODUCTS

SPECIALS

No. 1077—VIKING Table Clock, marble frame, assorted colors, guaranteed 30-hour movement, 3½-in square, each.....$1.65

No. 1012—VIKING DeLuxe Onyx Automatic Table Lighter, assorted colors base with inlay, each .....$2.75

No. 288—VIKING French Horn Clock, gold and silver finish, 5 inches high, each .....$1.40

No. 851—VIKING Vest Pocket Camera, single lens, special optic. Uses standard size film No. 127. All-metal case in assorted attractive colors. Each .....$1.85

No. 1013—VIKING Automatic Ball Table Lighter, high grade chrome finish, each .....$2.75

No. 269—VIKING Horse Head Bottle Opener and Cork Screw, chromium plated. Per dozen .....$2.75

No. 1010—VIKING Gotham Onyx Automatic Table Lighter, octagon shape, assorted colors. Each .....$2.25

No. 1011—VIKING Tudor Onyx Table Lighter, same as above except has two-tone colored base. Each .....$2.50

No. 101—Ruberg Rollfilm Camera, double lens, precision optic, in black and maroon colors. Complete in box with full instruction. Uses standard size film, No. 127. Each .....$2.25

No. 1040—"Baby Ruby" Vest Pocket Camera, double lens, Rodenstock periscope, unbreakable bakelite case, picture size 1⅛-in.x 1⅝-in. Black and brown colors. Uses standard films. Each $2.45

No. 158—Match King Clock and Table Lighter, finished in chrome with black base, 5¾-in. x 2½-in., guaranteed 30-hour movement. Each .....$1.75

No. 244—Antimony Knight in Armour. Table Lighter, silver plated, 6½ inches high. Per dozen .....$6.00

No. 400—"Country Club" Niblick Golf Desk Set, chrome, with 14k. Pearl Pen in attractive gift box. Each .....$1.25

No. 661—Suede Leather Tobacco Pouch with Genuine Briar Pipe cellophane wrapped combination. Per dozen .....$3.00

**Special Offer**

Completely re-built Modernistic, chromium fitted IRON CLAWS at surprisingly low prices! Just a few left.

*Announcing!!!*

Appointed As National Distributors For Exhibit's

NOVELTY MERCHANTMAN AND IRON CLAW MACHINES

WESTERN EXHIBIT COMPANY

SOUTHERN CALIFORNIA BRANCH

830 West Tenth St. PRospect 5983 Los Angeles, Calif.

# New Home of Mohr Bros.

**These are the new showrooms of the Mohr Brothers, jobbing and distributing firm, at 2916 W. Pico St. in Los Angeles. The showrooms are among the finest on the Pacific Coast and a variety of new games is always on display.**

**KEYSTONE PHOTO SERVICE, INC.**
COMMERCIAL PHOTOGRAPHERS
*A thorough knowledge of the photographic needs of the coin machine industry.*
1231 So. Olive St. Los Angeles PRospect-9161

# Los Angeles

Several new machines, made by local plants, are being readied for manufacturing here for the fall and winter season.

Los Angeles operators had a busy month attending openings of firms moving to new locations and opening for the first time. During the month Mohr Brothers and the Western Vending Machine Company moved to new and larger quarters; the Allied Amusement Company and the General Amusement Equipment Company opened new factories here and the Ross-Hooker Vending Machine Company opened its new jobbing offices.

The middle of the month found a lot of San Francisco and Oakland operators down here looking over locally-made products. The strike more or less crippled operating for a few days and operators combined business with pleasure and came south.

William A Burke is improving steadily, after breaking his leg in Catalina recently.

Operators have been sitting on the steel edge of the sword for the last two weeks waiting for new games to to be turned out fast enough by local factories.

The presence of Fred C. McClellan at the home plant of the Pacific Amusement Manufacturing Co. during the past month was the occasion for a regular storm of operators visiting the factory to shake hands with Fred and ask when MAJOR LEAGUE would be ready for delivery.

C. A. Blake is still receiving congratulations on his new offices at 1351 West Washington boulevard, where Stewart & McGuire cigarette machines are on display.

The New Deal Amusement Company shipped its first machines to Honolulu during the past month.

The offices of D. Gottlieb & Co. look like bargain basement sales days. Their showrooms are so filled with new machines and operators looking them over that it is difficult to ankle your way through the showrooms.

Tom Wall of the California Games Company has been in Chicago and the middle west for the past month arranging manufacturing details and distribution for MARBLE PARADE.

The new game THE SOCIAL WHIRL being offered by the De Ta Corporation is the first combination table game that four can play and set down and eat or drink at the same time.

A new game with 52 marbles was placed on location last week at Goodfriend's drug store at 6th and Rampart. Ten marbles play a game and each marble has a playing card character die cut into it. With each new game a new hand of ten marble cards is dealt. The game is attracting plenty of attention and play.

The Western Vending Machine Company offices are humming with activity with several exclusive lines making their appearance there during the past month.

**ILLINOIS**
'High Precision' and 'Economy'
**LOCKS**
for every requirement of the Coin Machine Industry . . .
Write for **Free Catalog**
ILLINOIS LOCK CO.
737 West Jackson
CHICAGO

PROGRESS
100% MECHANICAL
**$52.50**
INCLUDING FEDERAL TAX
**RETLAW CO.**
1825 West Seventh Street FEderal 1966 Los Angeles
*Visit Our New Factory at 2206 West Temple After Sept. 1*

# BIG BERTHA

## "THE GREATEST SENSATION OF '34"

BIG BERTHA is the only *new* game to immediately capture all the players, operators, jobbers and distributors alike. The clean, smooth, fascinating action, plus the super-beauty of the game itself gives the coin machine industry "THE GREATEST SENSATION OF '34."

BIG BERTHA is *different!* The shooting cannons that accumulate the balls for skillful players create a *new era* for skill play. The "range finder" hole is so carefully gauged, so precision set, it *creates desire* to shoot for it. The "reserve" hole that returns the "out" balls making them "free plays" requires a new kind of marksmanship. The big score repeat play feature is a sure fire *proven* thriller. BIG BERTHA is the *most beautiful pin game* ever built in an American factory! It's precision built—like all DAVAL products.

BIG BERTHA is a *proven money-maker!* Games were placed on location before even the first confidential announcements from the factory to *test* BIG BERTHA'S earning power. BIG BERTHA doubled, and in many cases trebled, all former earning records on these test locations *consistently,* week after week. BIG BERTHA *proved* to be a *sensational* big *money-maker!* There's no better way to judge any game than actual location tests. *Demand* has been growing every day. Our Eastern distributors ordered 2,000 BIG BERTHAS to be *"shipped immediately"* after a gala showing of both the Junior and Senior models. *Orders are pouring in from all over the country.* The word has spread—"BIG BERTHA IS THE GREATEST SENSATION OF '34."

**RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY**

## DAVAL MANUFACTURING CO.

**OFFICES: 16 NORTH MAY STREET**
**FACTORY: 200 SOUTH PEORIA STREET**

## • CHICAGO, ILL.

"IT'S A DAVAL PRODUCT—*IT'S GOT TO BE GOOD*"

# Washington

A. G. Cassutt is always first with the latest and always wants any new number that has any merits.

Can M. H. Sanders travel? Watch him when he gets a new machine and wants to get it on location and you will know the answer.

Jack Abslag, a newcomer in the operating business, is more than getting his share of the business.

George W. Cook, former Iron Claw operator, is getting itchy feet for the digger type machines again after watching some of the Merchant Men on location.

L. F. Myers, local operator, advises us his brother-in-law, Harold Steele of Vancouver, is knocking them dead in Canada.

It won't be long until Ray Swing is passing out cigars. What reason? Blessed event.

John Michael, who is featuring 4 and 5-foot games, is anxiously awaiting the premier showing in Seattle of Harry Williams' new game, the SIGNAL.

By mentioning the fact that Harry Williams, the inventor of the Contact is the builder of the new Signal, has all the local operators in a whirl.

A. Munson who recently entered the operating field, didn't realize that machines could take in so many nickels.

V. A. Nelson, old time slot machine man, purchased 25 Fleets and wasted no time in getting some real hot locations.

K. M. Rader, former Texas operator, spends most of his leisure time on the golf course. Ray Swing took him down the line playing two bits a hole. Usually Rader is on his game and it may be a case of beer and golf not mixing.

Ed Brashem is following in the footsteps of his brother Al and is putting out a quantity of Pin and Digger machines.

Harry Wolcher, brother of Lou Wolcher of the Advance Automatic Sales Company of San Francisco, is opening up a local jobbing business and should do some nice business.

Jack Parker of the Canadian Automatic Sales of Vancouver is contemplating entering the jobbing buisness in that city.

Bill Stead, San Francisco digger operator, is now operating in Seattle and from a reliable source I understand that he is raking in the dough and that he contemplates taking on the Ball and Chain .

Mrs. Al Gustafson's sister, Mrs. Ray Bennett of La Grande, Oregon, was a visitor in Seattle the past week.

All the local operators are anxiously waiting for the first showing of the Major League manufactured by the Pacific Amusement Co. If it is only half as good as the reports from Los Angeles there should be tremendous sales for this machine in the Pacific northwest.

All local operators are in a better frame of mind and won't have to look around the corner for prosperity since the longshoremen's strike has been terminated.

H. W. Heath, who hibernates at Mercer Island has found the solution of a long life—work only when you feel like it and the rest of the time do as you please.

**FINAL FORMS FOR THE SEPTEMBER ISSUE OF THE**

**REVIEW**

**CLOSE SEPTEMBER 1st**

**Mail Copy to Reach Us By That Date**

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THE MASTERPIECE WAS A WINNER

*After 8 Months on Location*

# CONTACT

*Is Still the Outstanding Pin Game*

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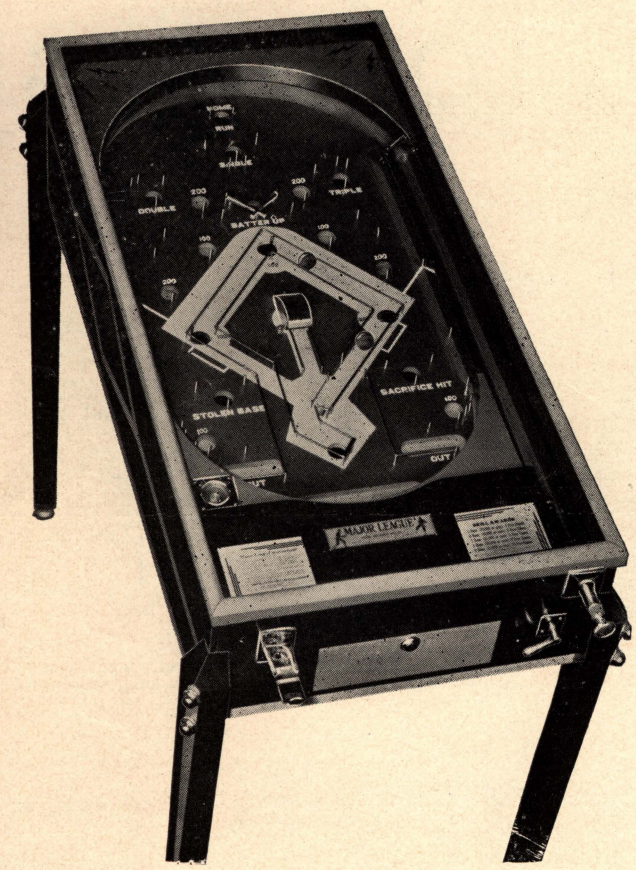


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# SIGNAL

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## SIGNALS RAISING AND LOWERING
## 9 OF THEM

*All accomplished by the movement of one ball*

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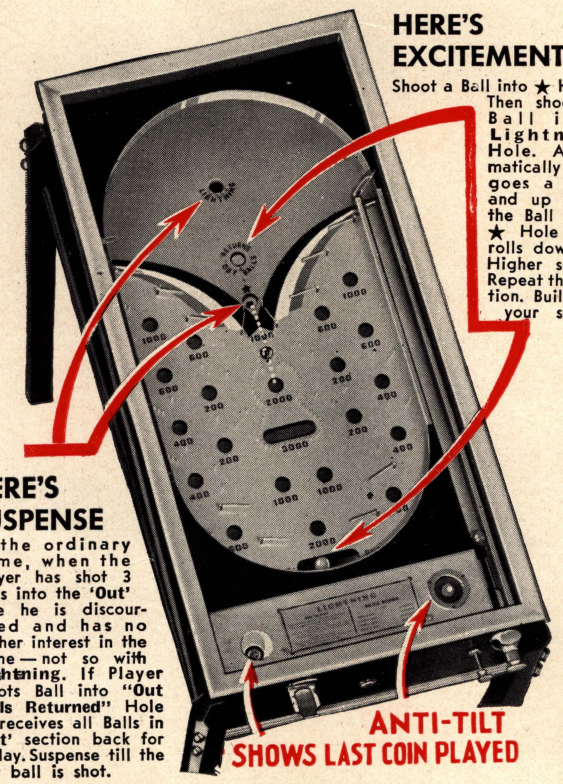
HERE'S EXCITEMENT
Shoot a Ball into ★ Hole. Then shoot a Ball into Lightning Hole. Automatically Br-r goes a Bell and up Pops the Ball from ★ Hole and rolls down to Higher score. Repeat the action. Build up your score.
HERE'S SUSPENSE
In the ordinary game, when the player has shot 3 Balls into the 'Out' hole he is discouraged and has no further interest in the game — not so with Lightning. If Player shoots Ball into "Out Balls Returned" Hole he receives all Balls in 'Out' section back for replay. Suspense till the last ball is shot.
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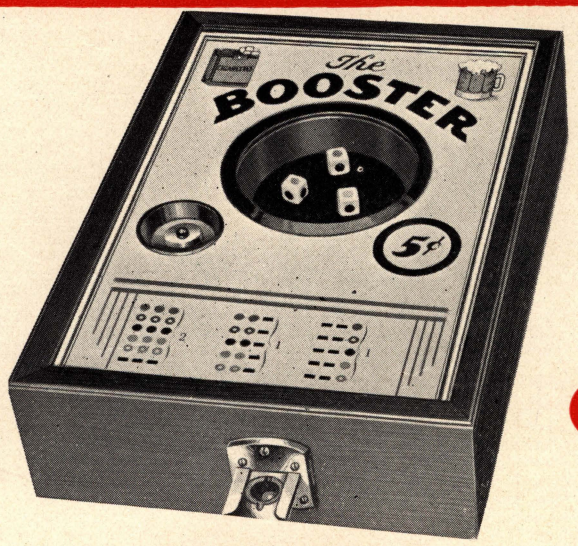


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